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REYNOLDS HISTORICAL
GENEALOGY COLLECTION

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MAP OF MAIN SCENIC PARTS OF JEFFERSON COUNTY, INDIANA



INDEX TO SCENIC POINTS ON MAP

- | | | |
|---|---|---|
| 1 Hearts Falls. | 12 Appolo Falls. | 27 Mouth Clifty Creek |
| 2 Chain Mill Falls. | 13. Wanda Falls. | 28 Mouth Crooked Creek |
| 3 Big Butler Falls. | 14 Diana Falls. | Court House, East of Center of City on Main St. |
| 3½ Little Butler Falls. | 15 Cedar Cliff, overlooking river 400 feet below. | Post Office and City Hall half square north of Main on West St. |
| 4 Crowe Falls. | 16 Little Cedar Cliff. | Democrat Printing Co., one square south of Post Office, on West St. |
| 5 Wilsons (or Lloyds) Cave. | 17 Beerschs Park. | Churches all over the city, and of every denomination, where the public are ever welcome. |
| 6 Nevils Grove. | 18 Chautauqua Park. | Splendid camping spots on all roads leading into Madison. |
| 7 and 8 Clifty Falls and Little Clifty Falls. | 19 Tunnel Falls. | |
| 9 Rose Hill, site of proposed Hotel. | 25 Bathing Beach on Kentucky side of river. | |
| 10 Hanging Rock. | 21 John Paul Park. | |
| 11 Highest point in state. | | |



MADISON

Ind.

A Jewel in Setting 'Neath the Hills

Her Surrounding Beauties and Wonders in Nature
Fully Illustrated by Our Special Photographer

A Guide to the Visitor Who Loves Nature and Her Wonders,
With Maps and Photoengravings of the Most Famous Falls,
Caves, Caverns, Cliffs, Vales and River Views Surrounding Her

By A. S. Chapman

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P R E F A C E

THIS book is an illustrated tourist and visitors guide to Madison, her business interests, and her unsurpassed surrounding beauties, and wonders in nature: caves, cliffs, waterfalls, and vales and hills; surrounded and dotted with beautiful homes and cultivated farms, and flowers, and all that go to make life happy and man contented.

The book is profusely illustrated with photographic scenes of Nautres wonders, and is accompanied by two maps; one showing the automobile roads leading from all points in the state to Madison. The other an enlarged map of the principal scenic portion, bordering on the Ohio River, of Jefferson County; indexed, showing the location of the principal falls, cliffs, caves, hotel sites, parks, bathing beach, and the roads leading thereto.

The book is also an abbreviated index to Madison's business interests, and business houses, and the why those seeking healthful location for business or residence should come here, visit nature's beauties and scenic wonders, learn of our splendid business field and facilities and mingle with our good natured and ever welcoming population, whose hospitality is a byword even in distant lands.

This book contains no advertisements, as the word is understood in the business world; To name each business house or profession, firm or individual, would require a cyclopedia of vast dimensions. To abbreviate we name a few in each line of business or profession. illustrating many of their homes and business houses, as a sample of the whole; and what is said of each is by the author, and not dictated.

The entire aim of this book is to show to the world what Madison is and has to offer to our visitors, both in scenic beauty and wonders, and hospitality, and as a most desirable place in which to dwell, and do business.

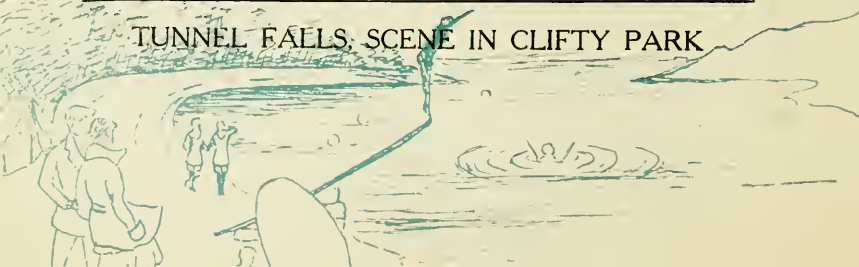
This book has the endorsement of the Madison Commercial Club.

The Author.





TUNNEL FALLS, SCENE IN CLIFTY PARK





HANGING ROCK ROAD, RIVER IN DISTANCE



LOOKING DOWN THE OHIO FROM THE R. R. CUTS





OUR SPONSORS

This book is true,
Cause Granpa wrote it.
When taken from
It's pages, quote it!



Madison, Indiana

The distant hills in view, o'er capped with silvery lining cloud
In Springtime, when the sun beams on their heights in emerald shroud;
The flowering fields mid peaceful vales; the sheen of growing wheat,
All Nature's panorama spread in beauty at our feet.

The sun shines bright; the sky o'er head is clear and azure blue,
The winding river at our feet; swift boats in distant view,
The towering hills on every side; and nestling at their feet
Lies Madison; fair beauty's home, where golden sunbeams meet

MADISON is the second oldest city in the state, the home of and the starting point of the first railroad west and north of the Ohio River.

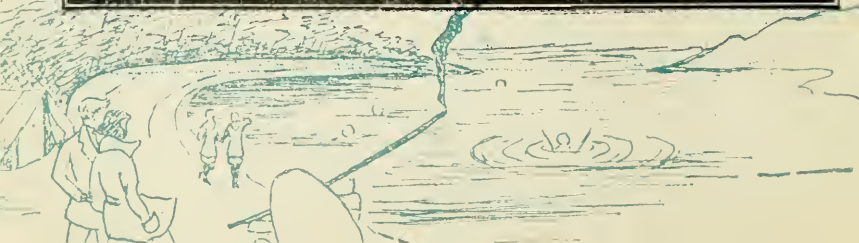
It was the starting point of all internal transportation, and deviating business efforts in this western section of the United States. First the flatboat, and the perigue, and then the steamboat, landing here all freight and passengers from New Orleans in the south, and Pittsburg in the east, for interior points, and practically founding, building up, and populating our state capital, Indianapolis in early days.

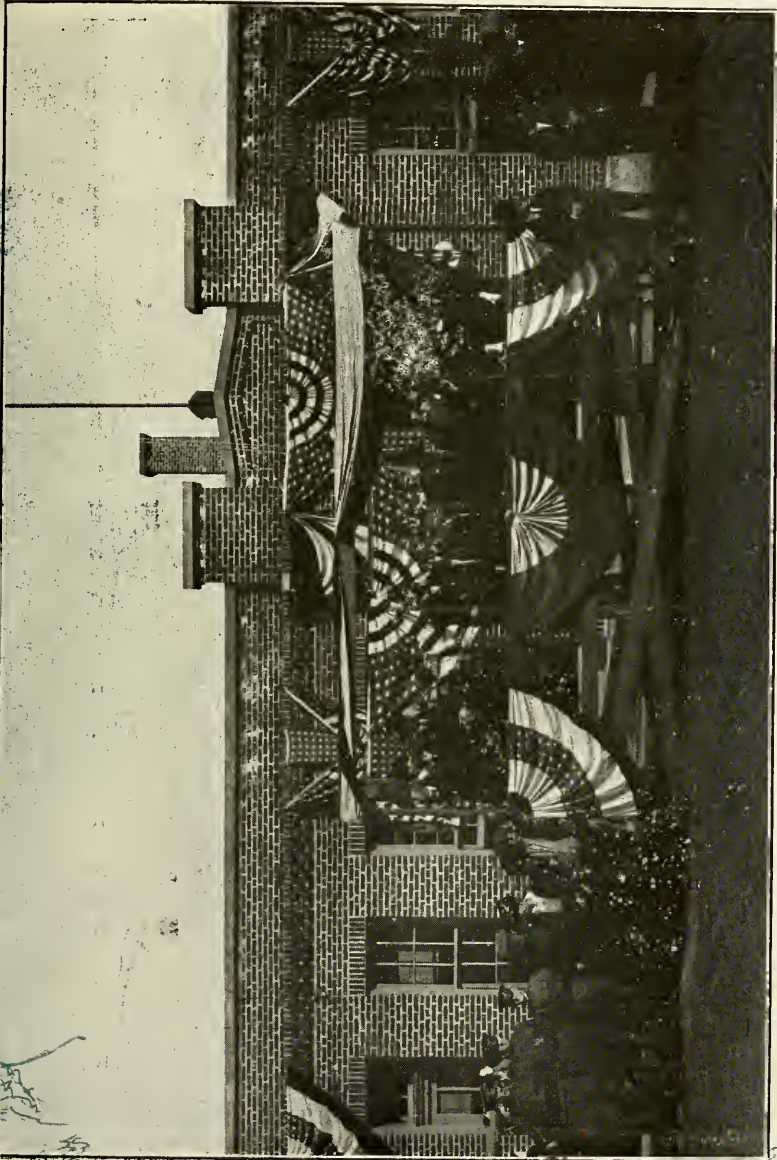
But of Madison's early history, to which all point with pride, as well as reverence, it is not the intention of this book to dwell, but rather of her present; of her business, progress and probabilities and scenic attractions; the where to come and dwell and enjoy life's blessings; and especially the beautiful and magnificent scenic surroundings with which Nature has adorned her.

The seat of government, one of the first laid out in the State in the beginning of the last century, up to 1856 was the second largest city in the state, and larger than the capitol, Indianapolis, before it started on its present magnificent proportions and prosperity, its central location, and railroads leading thereto



WILSON'S CAVE, ON THE OLD INDIAN TRAIL. BEAUTIFUL CAMPING GROUNDS





DEDICATION OF UNITED STATES NEW ARMORY BUILDING



Point Look-out overlooking the Ohio River and Kentucky at Cedar Cliff

completing the building up, Madison losing what Indianapolis was gaining.

But the tide has turned. The automobile has come, and the world is out sight seeing, seeking beauty spots wherein to dwell, and beautiful resorts to visit; and the world is learning that Madison and surrounding territory are the acme of real beauty in nature.

The state realizing this is taking a hand in the transformation; the public eye is turning Madisonward. Visitors are coming to Madison by the thousands, seeking the views of Nature's beauties that have long been the glory of Madisonian, but overlooked by the world that sought only commercialism and sordid wealth.

State roads to Madison are being built. The state has purchased practically all the land South of the old state road leading to Indianapolis; and north of the Hanover road, and West some distance beyond Clifty Creek, all within the radius of four or five miles northwest of the city; many hundreds of acres of the most valuable scenic land in the west, and is preparing and beginning to beautify this valued section, building parks, and roads and resorts for the accommodation of the pleasure seeking world.

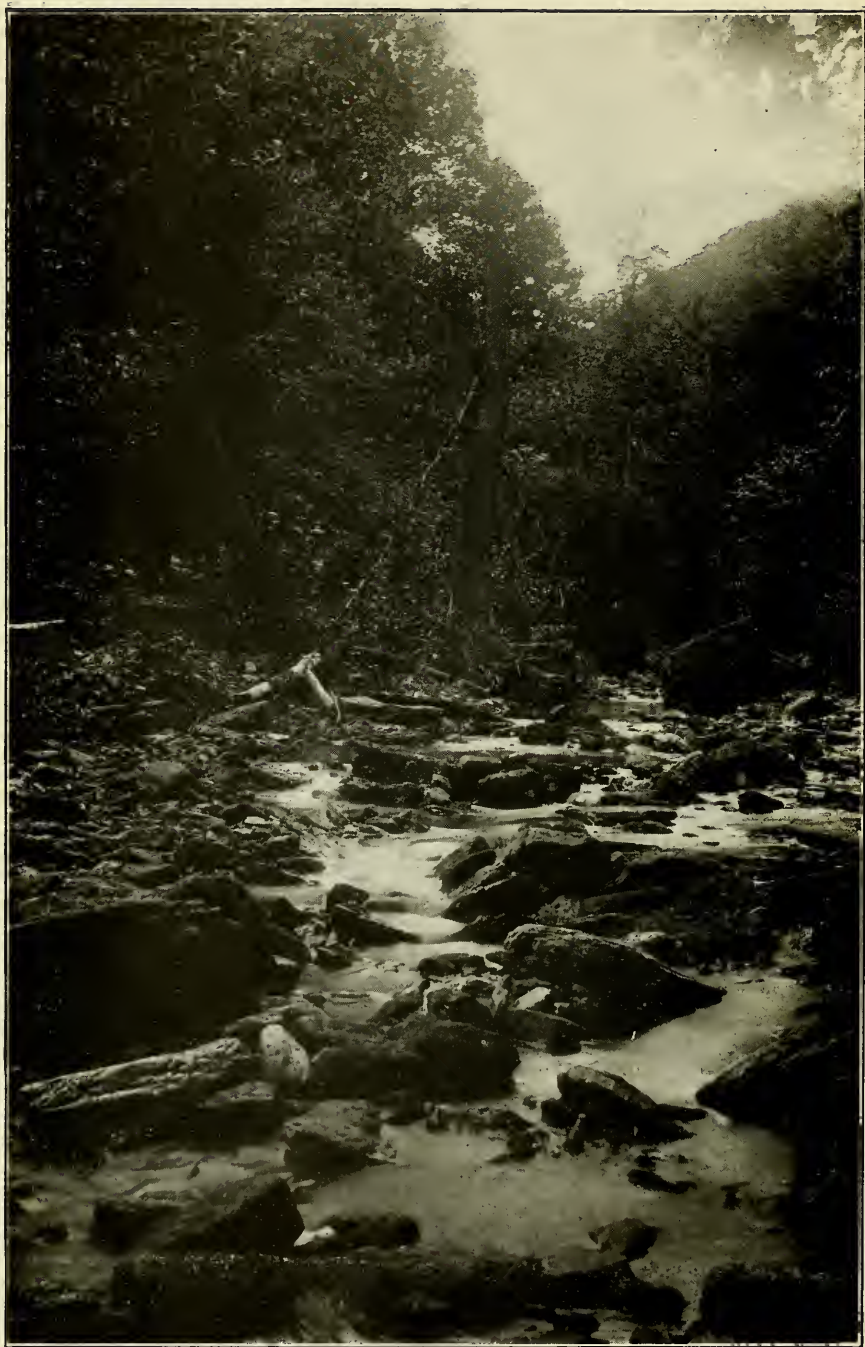
A great national scenic park with Clifty Falls the center, is being beautified and prepared for the pleasure of visitors.

The two old state roads, one of them the old Michigan road from the great lakes, in the north leading Madisonward, the road that in the early days of





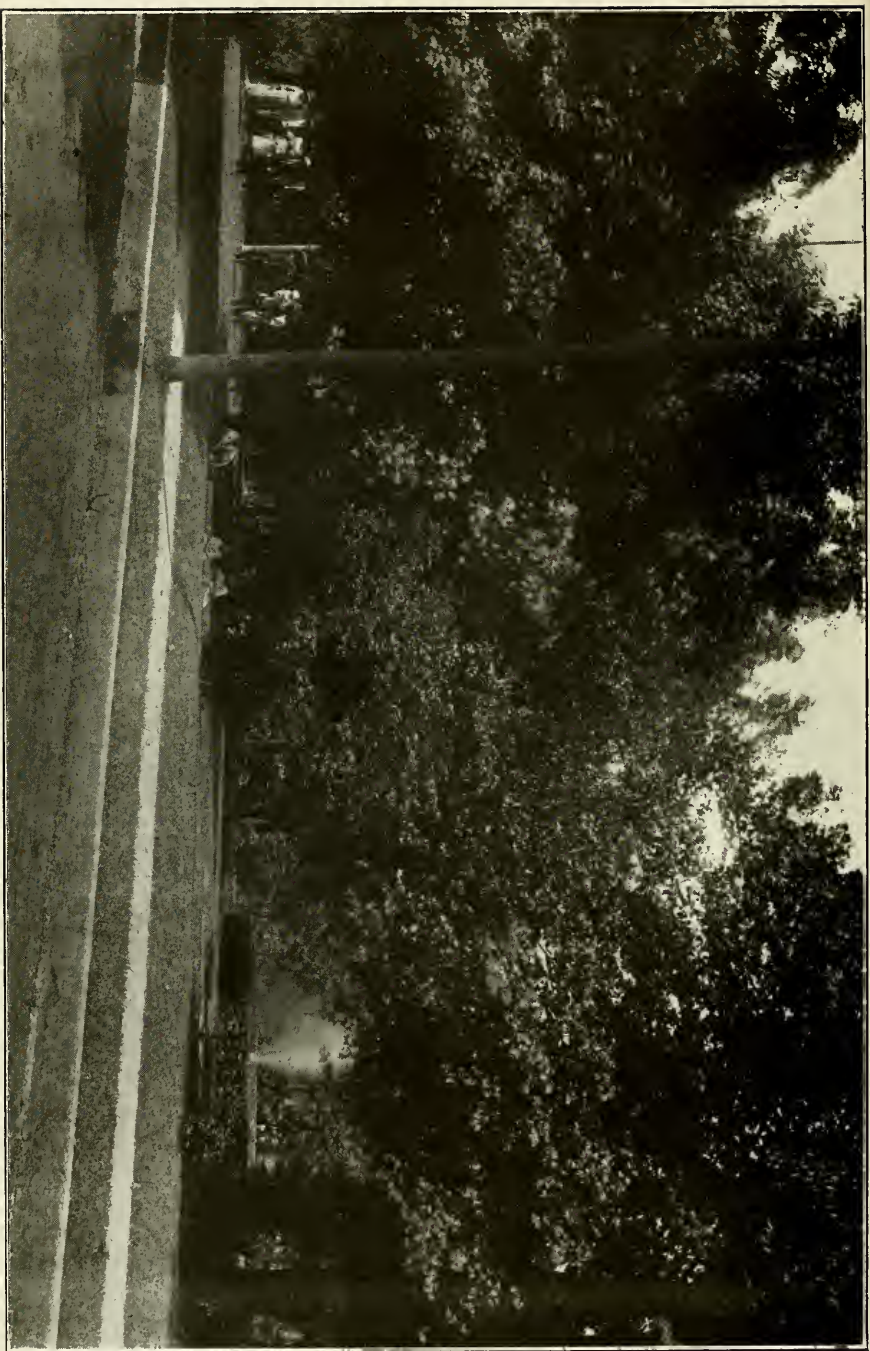
HEARTS FALLS SHOWING THE LONG HIGH CLIFF EXTENSION BELOW FALLS



CLIFTY CANYON, BELOW FALLS



MADISON'S BATHING BEACH. THE EXCURSION BOAT AMERICA COMING AROUND THE BEND.



JOHN PAUL PARK, WEST THIRD STREET, ONE OF MADISON'S BEAUTY SPOTS

the horse and ox team brought the produce of the outer world into the center of the state, and in return brought back the products of the growing farm and interior factories, are being turned into fine auto drives bringing the thousands of beauty and health seeking autoist Madisonward; likewise the roads leading to Louisville and Cincinnati. It is the old days of the "Forties" when Madison was the viewpoint of western emigration, returning; but modernized.

The result: Madison's population is increasing; her business growing; her fine homes are increasing in number; and property is advancing in value.

In fact, Madison and Jefferson County are on a boom; not because of increase of intrinsic wealth; but the great public are learning of that wealth, and are seeking it. Madison, almost with a bound has become the Mecca of the state and surrounding territory.

As a health resort, as well as scenic, Madison is not surpassed. Her death rate is low and her doctors never grow rich, save only the beauty doctor who is in demand.

Madison's educational institutions are unsurpassed by any city in the state. She ranks number one in many of her school buildings.

She has near her doors Hanover College, the oldest seat of learning in the state, started in a log cabin where the Presbyterian church now stands in Hanover, in 1827.

It was chartered in 1828 as "Hanover Academy;" Rev. John Mathews D. D. at its head. Many of our nation's great men were graduates, and obtained their finishing education at that institution of learning. Outside of the great State institutions, Hanover is the leading College in the State.

Within her corporate limits Madison has many fine school buildings, seven in number, all well equipped with educational facilities; and every out township in the county has one or more modern equipped school buildings.

Few cities of her size has more beautiful homes than Madison. Her Post Office is one of the four leading designed architectural beauties in the United States, a class by itself. The author of this book who superintended its construction for the U. S. Government, was so informed by the supervising Architect.

Our Masonic Hall, Odd Fellows Hall, Pythian Mansion, Country Club home, Elks Club house and Reynard Hunting Club home, are beauties in their design, as well as convenience.

Madison has four fine parks, and a fifth in prospect, on the river front. She has Chautauqua Park, the home of one of the oldest, if not the oldest Chautauqua in the United States, where annual sessions are visited from the four quarters of the land. This park is also the home of the Madison Country Club, where they have one of the most beautiful golf grounds in the country.

On Third street is located John Paul Park, over which floats the Stars and Stripes 365 days in the year. The Park is owned and maintained by the





MADISON COUNTRY CLUB.

OVERLOOKING MADISON'S FAMOUS GOLF COURSE IN CHATAUQUA PARK



SCENE ON MAIN STREET ON A NATIONAL HOLIDAY



John Paul Chapter of the D. A. R., in honor of the founder of Madison, John Paul. It is the Mecca of visitors to Madison, who come and enjoy the shade of the great wide spreading elm and maple trees that adorn the grounds.

On Broadway, Madison has one of the prettiest small parks to be found, another mark of the authors efforts to beautify Madison while a member of the city council, as was also the city being lit by electricity, practically the first complete electrically lit city in the state.

A fourth park, Beersch's Grove, on North Walnut street near the corporate limits of the city, contains several acres, is finely shaded with wide spreading trees, and is a favorite picnicing resort; lots of room for ball playing and other recreations.

A fifth park is in contemplation on the river front, foot of West, Mulberry and Poplar streets, a beautiful resort when dressed up and trees set out; and where the citizens and visitors can rest of an evening and watch the great boats passing up and down, and the fairy like craft to and from the bathing beach just across the Ohio river, "the Hudson of the West".

But here let the writer add: "The Hudson of the West" is a misnomer when applied to the Ohio river between 25 miles above and the same distance below the city of Madison, a fact certified to by any lover of real beauty viewing the two rivers and their bordering scenery, especially in the fall of the year when the leaves on the forest trees begin to turn their golden hue, and more especially on the Indiana side. The cliffs and vales on and in which these trees are standing form a scene nature's greatest painter might well envy.

But of Madison: She has one of the finest auto equipped Fire Departments in the land: four companies; all volunteers, but every member a Johnny on the Spot when the fire bells ring. A fire here seldom if ever gets a good start before the entire department is pouring water on it.

Few cities her size has her equal in fine churches; for Madisonians are a church attending population. Nature's surroundings teaches them there is an Almighty Being above to be worshipped; His mighty hand seen in every mountain cliff, beautiful vale, teeming water fall and wonders of His bounty surrounding them.

Madison has great broad streets, bordered with the mighty Elm and Oak and Maple trees, some of the streets paved with brick, and forming beautiful drives for the evening auto pleasure.

Madison has three fine flour mills, one among the largest in the state; two great Cotton mills; two large foundries, a dozen or two garages and the number increasing as the autos increase in number. We have the largest and really the principal ship yard in the west, and practically the oldest, where the great river steamers of prewar times were built, and boats still being built and repaired; several saw mills and wood implement factories, and many other factories of less import.

Hotels and restaurants and eating houses are found on almost every prin-



cipal street, the hotels headed by that old and widely known Jefferson Hotel better known in days gone by as the Madison hotel, the oldest hotel in the state, built and flourishing back in the early Forties of last century when the State Capital was a small village. But like good wine; the older it gets the better the flavor.

Madison has one of the finest and most flourishing wagon factories in the state.

Near the city, where tourists visit, we have fine hotel accommodation and increasing. We have the Winterwold Hotel north of the city two miles, a first class tourists resting house. There is in prospect a Hotel on Big Cedar Cliff, a mile east of the city, and overlooking the river 400 feet below, and the Kentucky valley and hills beyond the river. We also have a million and a half dollar hotel assured on Rose Hill, and within the borders of Clifty Park, a gentle ride of a few minutes up an incline, in view of the Ohio river for many miles up and down; a scene, both going to and when at the hotel site, unsurpassed in any part of the world. Here the State has given the land and will see that a splendid hotel will be built, probably completed during the coming season.

Madison has a beautiful bathing beach, on the opposite side of the river, largely patronized during the bathing season. Boats ply to and from at all hours during the day and evening.

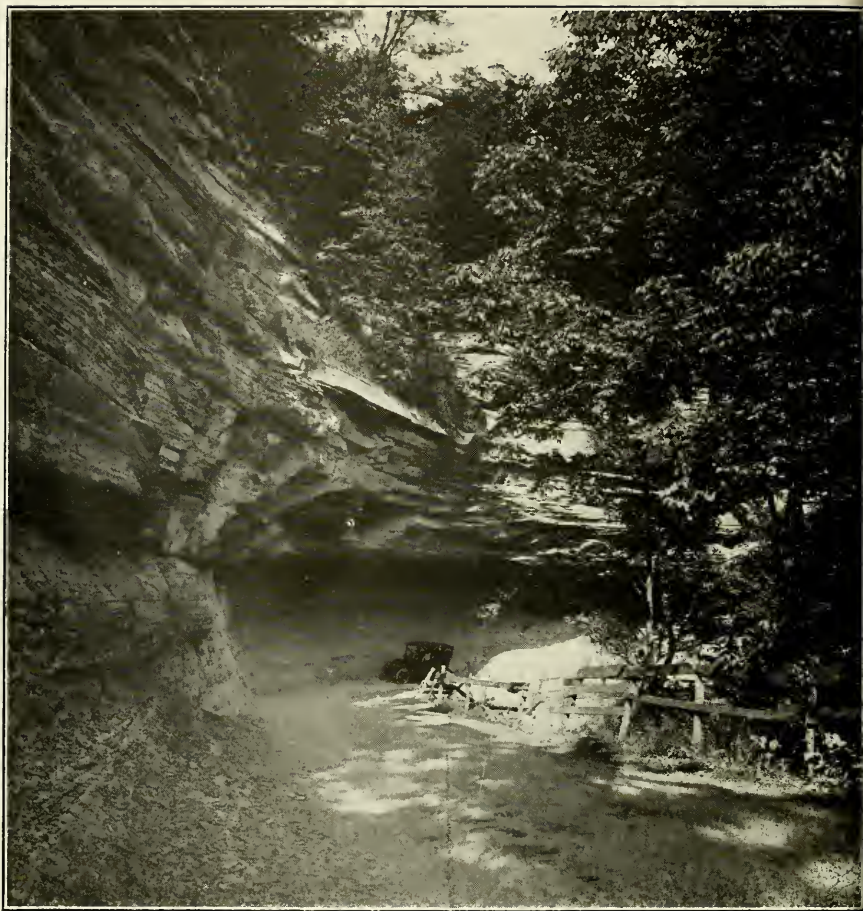
Madisonians are proud; proud of their city, of their surroundings, but no where is a stranger received with wider open arms if he behaves himself. Madison's hospitality is a world wide known quality.

Madison has one of the finest public libraries to be found in any city of its size in the State, occupying a suite of rooms on the second floor of the Masonic building. It is the oldest existing library in the state, dating back to the early days when Madison, then a flourishing town, started a subscription library.

Madison has one small jail, built back in prehistoric booze times, but it is now seldom in use, except as a relic of by gone booze existing days.

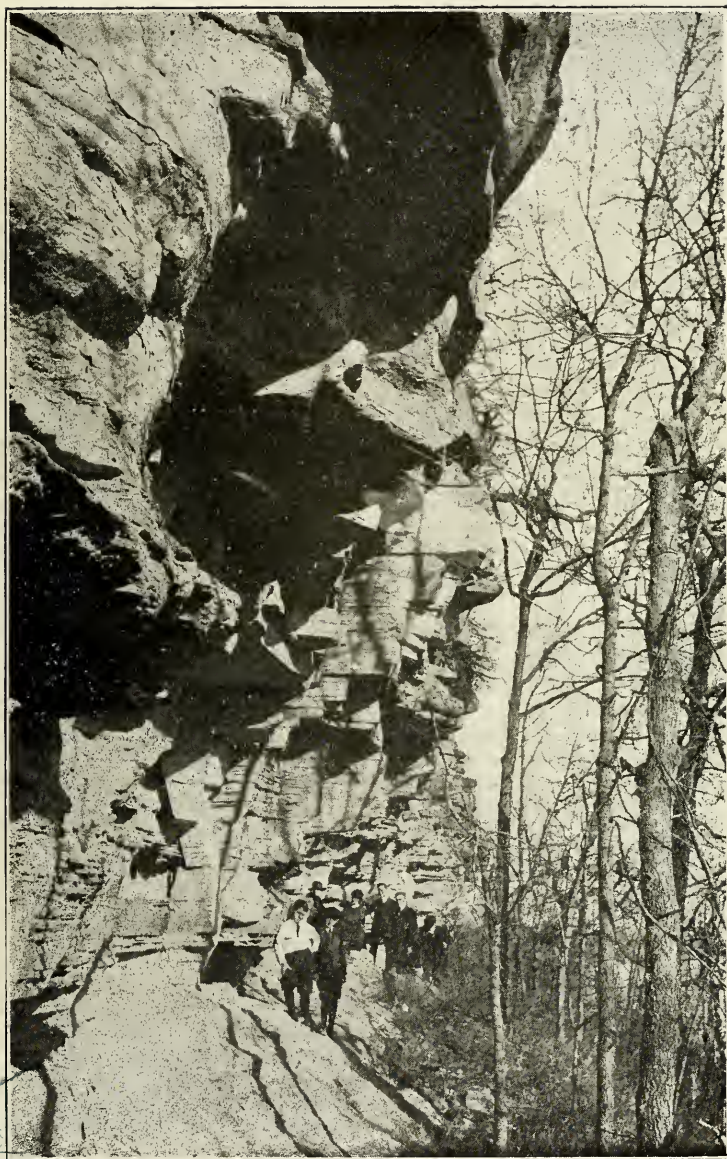
The Commercial Club is composed of the leading citizens and business men of Madison, the object and aim of which is to look after the business and welfare of the city generally, to welcome visitors and strangers; to see that they are properly entertained, their wants supplied, places of interest pointed out to the sightseer; tell them where to stop and where and how to go to view the beauties of Madison and surroundings, and in every way possible help and welcome the stranger in our midst; and to send him away with happy thoughts and appreciative ideas of Madison, the beauty spot, and the most hospitable city in this great Central West. The stranger in our midst may call on the president of this Club, Hon. M. R. Sulzer, one of Madison's leading attorneys at his office opposite the Court House, without hesitation, and be assured of a genial reception. He's built that way. That's why he is president of this ad-





HANGING ROCK UNDER WHICH THE STATE ROAD PASSES





BIG CEDAR CLIFF, TOWERING ABOVE THE TREE TOPS



visory, visitor's welcoming club.

Madison also has her Rotary Club, composed of a number of our best and most progressive citizens and business and professional men, whose duty it is to see that strangers are welcomed to our city and that enterprises of merit are encouraged in our midst.

As a farming community Madison is surrounded with farms, the soil of the richest. Hundreds of farms surrounding Madison, and in the county annually produce the finest wheat grown in the west, or middle west, commanding the highest market price. Tobacco by the millions of pounds are raised in the section contiguous to Madison. It is the famous light Burley tobacco section commanding pecially high price, especially raised for cigarettes.

Madison has five big tobacco warehouses and sales floors for the disposal of the annual crop, bringing several millions of dollars annually to our farmers. One of the scenes on a big sale day is illustrated in this book, showing the gathering of the farmers and foreign tobacco buyers here on sale day purchasing the weed. Each of these big warehouses or sale houses cover about an acre of ground, and before the sale opens each day about four days in the week, are covered with great piles of tobacco brought in by the surrounding farmers.

Madison is the centre of a great and rich fruit growing section; the finest of peaches grown east of California are grown on the hills immediately bordering on the Ohio River. The apple crop is also immense, and of finest quality. Madison apples have taken the prize at the State fair for several years.

Jefferson county is one of the finest tomato growing sections in the State, and in the city is one of the largest canneries of the middle west, where tomatos especially, peaches, apples and other fruits are canned and shipped to all parts of the country. Her blackberry crop is also an annual income of large dimensions, and one of the sports of the season is the gathering of blackberries, an enjoyment to the young folks.

During the fruit season fruit buyers are here in large squads from the different population congested sections of the country.

Hotel accomodations in Madison are not only reasonable in charge but the accomodation is of the best, and no tourist will be robbed by excessive charges and poor menu here.

At the Madison ship yard, the oldest in the West, the finest river steam boats that have plied the Western waterways have been built, and are still being built and repaired at the yard; where a large number of men are employed.

Madison has two fine theatres.

Restaurants and eating houses are to be found in all parts of the city. No one need go hungry in Madison, and rates are never excessive. Madison has yet to learn to rob the stranger.

Tourists with camping outfit will find camping ground accomodation in the western end of the city, near the river, and also just west of the city at the





BEAUTIFUL BUTLER FALLS, BELOW HANOVER

SCENE FROM TOP OF BIG CEDAR CLIFF, 400 FEET ABOVE THE RIVER AT ITS BASE.
KENTUCKY IN THE DISTANCE





CROOKED CREEK FALLS. CLIFFS NEARLY 200 FEET HIGH



foot of the hills, and the good hearted neighbors ever ready to accomodate the stranger, for Madison's hospitality is world wide known. Auto garages are found on almost every prominent street in Madispn, where the sight seeing public can find repairs for their autos, or secure auto accomodation and auto livery to any point, at reasonable rates, and safe and gentlemanly chauffeurs as guides to the scenes in the surrounding country.

Two maps will be found herein, one guiding the tourist to any point in Indiana.

The other map on a large scale guides the tourist to any point within a radius of twelve miles of Madison, within which territory are the most famous natural scenes to be found any where in the world. Not that wild, weird mountain heights, magnificent in their vast height and unapproachable activities, where life scarce exists, save the mighty eagle in his flight, and where man dare not venture save at the cost of his life; but where all is life and home scenes, surrounded by cultivation; beautiful homes, waving fields of wheat and corn, browsing cattle and all that make life worth living; and within almost a stone's throw, vast falls and steep canyons, and precipices, and flowing river bedecked with beautiful and fairy like steamers and sail boats and pleasure yachts. This enlarged map will guide the tourist to the most famous of these scenes.

On the opposite side of the river is one of the finest bathing beaches on the Ohio river, and preparations are being made to make it a national bathing resort during the bathing season.

Millions of dollars is being arranged for the spending in improvements in and around Madison, making it a national scenic resort, along the great Atlantic to the Pacific Highway, which passes through Madison.

Here, Nature rent the very hills, and then
God formed the Cliffs and Water falls; and when
He gazed upon the Scene
He filled the vale and field with scented flowers,
That man might dwell in homes 'neath floral bowers,
Mid fields of gold and green.

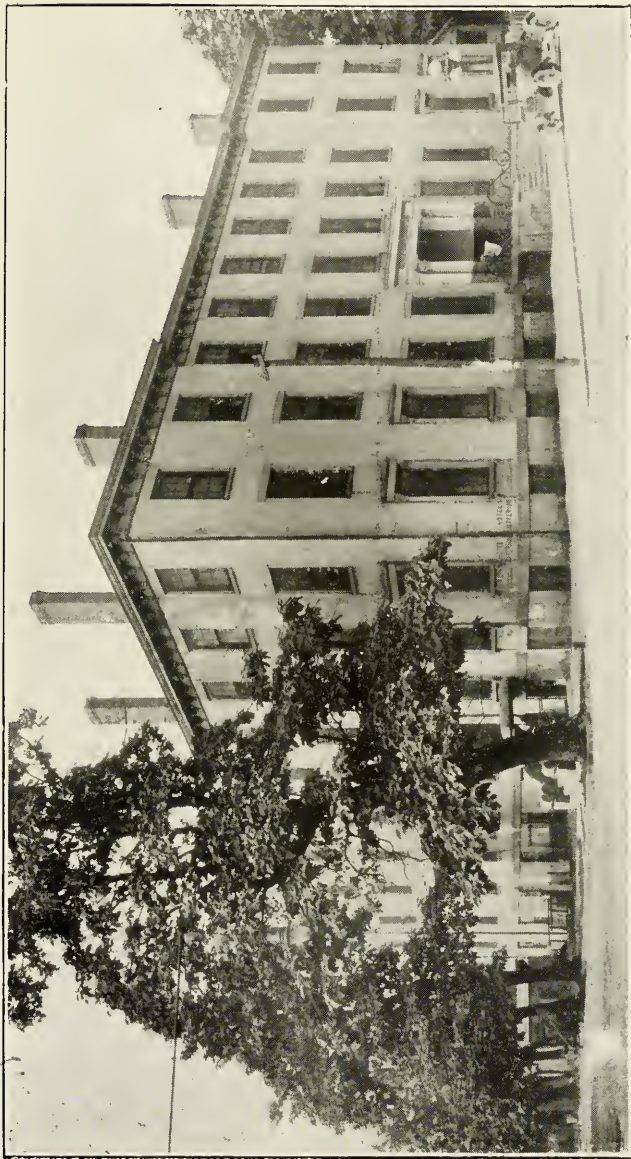
No where in this great continent, the richest in scenic beauty in all the world, is more real beauty and wild scenes of nature congested in so small a space than in the territory immediately surrounding Madison. Stupendous and awe inspiring water falls, not in vast quantities of rushing waters but in dizzy heights, and freaks of nature; time worn craggy precipices, so surrounded with nature, forest trees and undergrowth, that wandering around over the vales you suddenly stand before an overhanging precipice at your feet, and cautiously approaching it you gaze down a hundred feet or more into the valley below, the great trees, their tops scarce reaching the level of your eye. And letting





RESIDENCE OF THOMAS WATLINGTON, ONE OF OUR LEADING INSURANCE MEN





HOTEL JEFFERSON, MADISON'S LEADING HOTEL, OLDEST IN INDIANA





your gaze continue down the vale you see the beautiful Ohio, its waters floating quietly and peacefully by, while a mile or two beyond the towering hills of Kentucky a background to the picture before you, as beautiful a scenic setting as man has looked upon; a scene of nature's wildness unsurpassed in all the land, and completely surrounded with farms, prosperous villages, and but a few miles distant, the City of Madison, a setting for a queen in the richest gem of verdant valley in Nature's wild but cultivated jewel crest.

No where in life's long journey and travels has the author's eye rested upon wilder scenery, water falls of more giddy height, of prehistoric rocky formation, the beautiful Ohio river with its sun lit glistening waters floating idly by, its breast adorned with beautiful swan like steamers and sail boats; the waving corn and wheat fields, the golden sheen of which nature only can supply; the pretty homes, the lowing cattle grazing in peace; and like a beautiful jewel in nature's crest the city of Madison, its many church spires pointing Heavenward, and its great broad streets and avenues shaded with great overhanging trees, in verdant green, a setting in the richest jewel the eye has ever rested upon.

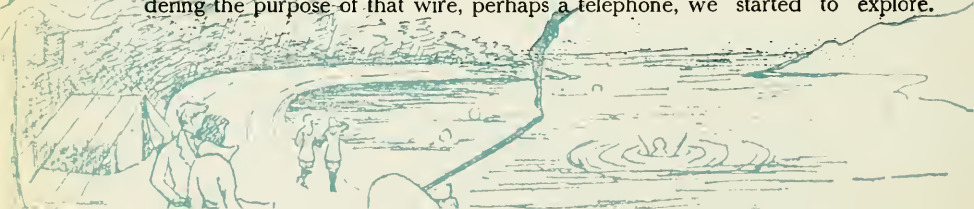
Here in one small county you have all the wild scenery of the great mountains, the vast rivers, the flowering valley and the beauties of human association and life's adornments, and all that is dear to the human life; a scene and setting unsurpassed, "the taming of the wild".

CHAIN MILL FALLS

Chain Mill Falls, while hidden from view of the passer by on the pike road, is really one of the magnificent of the famous Falls in Jefferson county. But it is hidden from view by the immense thick undergrowth and undersized trees, the heavy timber having been cut away in the years gone. The Falls are but a short distance from the Pike road passing through Hanover, going west. The beauty and stupendity of the scene does not strike the beholder arriving at its brink. The great shelving rock hangs out over the ground below, erosion in time having eaten away the earth and rock beneath many feet, and a hundred feet or more wide. In the summer time, during dry weather there is but little water on the falls, but after heavy rains the falls are beautiful to behold. A great hole has been bored in the shelving rock many feet back from the edge of the precipice, where, old settlers tell us, a chain wheel, with buckets caught the falling waters, driving an old time grist mill, where the farmers in early days had their corn and wheat ground for the family bread.

Standing on the bank of the stream overlooking the falls, the scene is one for a masters brush. Looking down the valley, shaded on either side with high, steep hills, covered with great trees and heavy undergrowth the scene is one long to be remembered.

Visiting these falls and looking up the hill side to our left, we noted a wire leading from a house on the hill top down into the valley below. Wondering the purpose of that wire, perhaps a telephone, we started to explore.



Pushing our way through the dense bushes and weeds, suddenly we stopped.

Before us stood a vision of loveliness not anticipated nor on the printed program; a beautiful young woman, neatly but plainly dressed, her gown falling to her shoe tops, and covering the shapely shoulders, over which fell a most beautiful head of waving hair, a veritable nymph of the woods.

Abashed, we halted, too much amazed to even apologize for our intrusion.

"Are you looking for the spring?" the vision queried.

"No-- No mam; we were trying to find where that wire led to," we hesitatingly replied.

"Come; I'll show you, sir."

And leading us a few yards we suddenly came out upon a scene little anticipated; a spring of cooling waters dripping from beneath a small shelving rock in the hill side; the wire we had seen leading to and securely anchored at its base a few feet beyond.

The dripping waters from the rock above was caught by a bucket suspended by a traveling ring to the wire rope. To the bucket was attached a small cord rope reaching to the house above, where the wire rope was secured to a post.

Gravitation brought the bucket down the wire traveler, and when filled at the spring was drawn up to the house by the cord rope attached to the bucket ring.

Drawing us a cup of the deliciously cooling beverage, and cooling our lips, we listened to her explanation of the novel water carrier, and thanking her, bid her good bye.

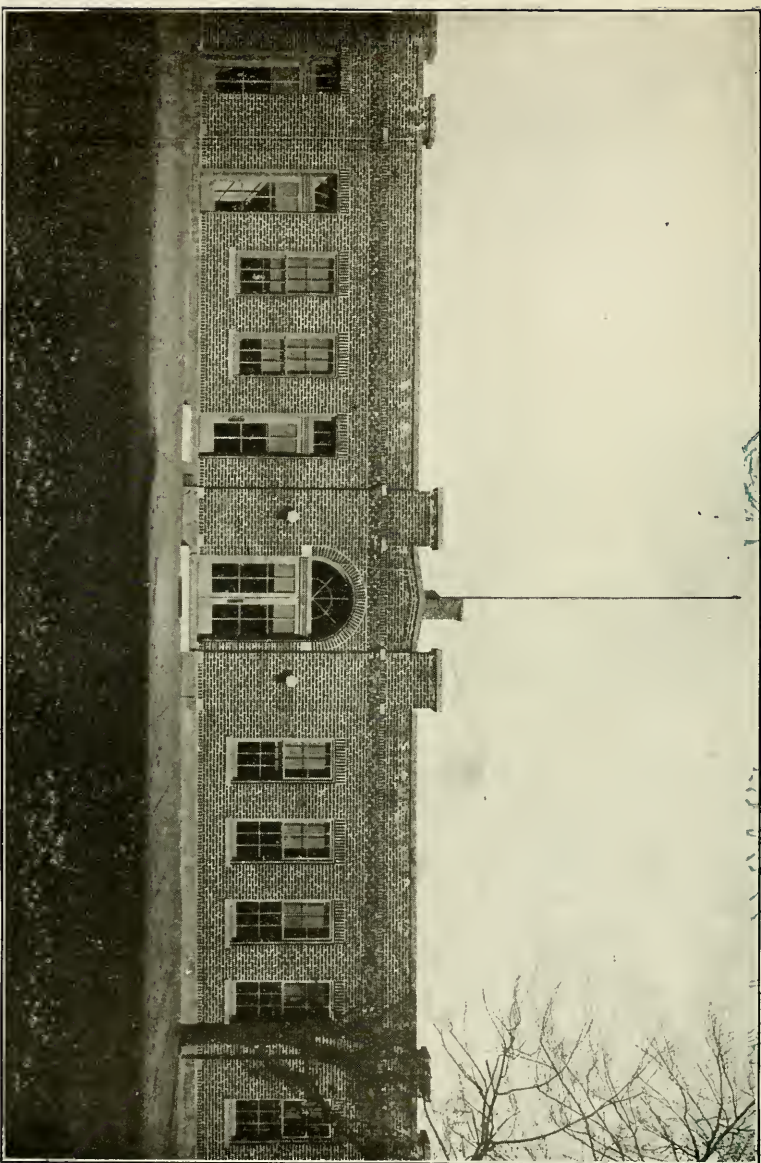
Nymph of the vale; Sprite of the dale;
Her beauty inherant as she
Profered the cup, stranger to sup,
So charmingly coyless and free.

Chain Mill Falls are considered by those who have visited them as surpassing the famous Clifty Falls in height and real magnitude, except in the quantity of water flowing over them, Clifty having a wider field from which to draw its water, and hence the falls are greater in body, and being nearer the city, and visited by thousands of tourists, has become famous the world over. And Clifty is the center of a vast field of similar freaks of nature.

HEARTS FALLS

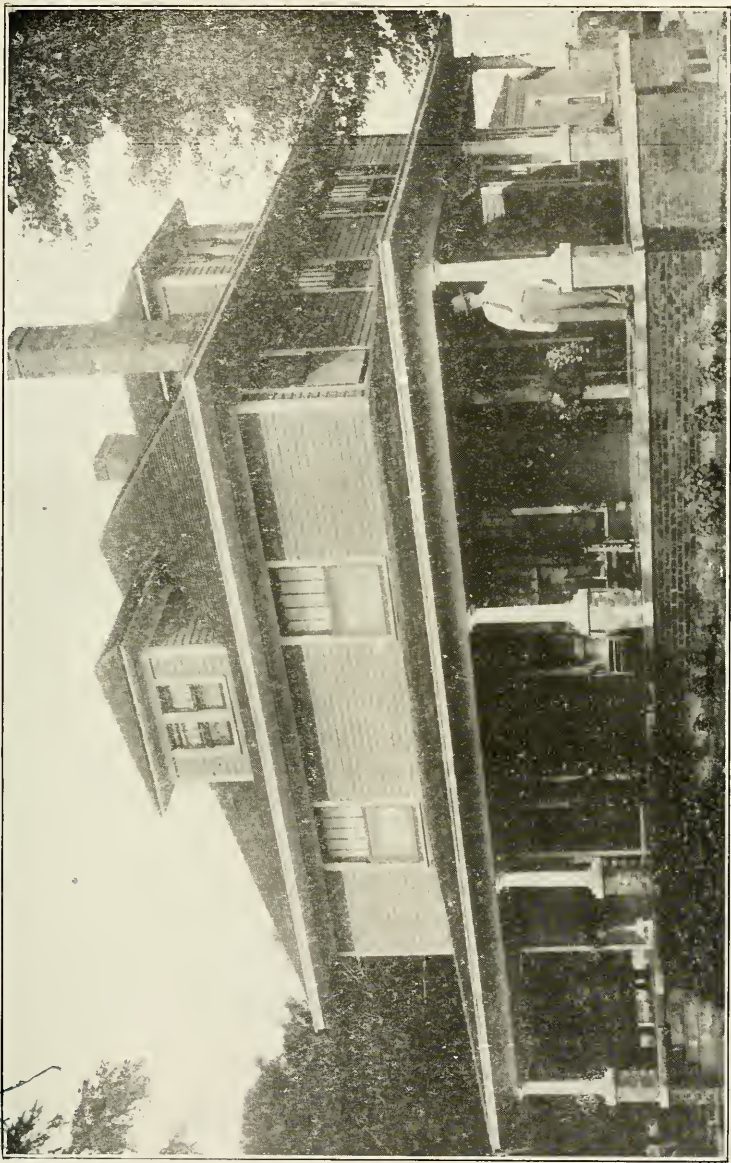
A mile further south, the road entering a cross road we turn to our left a half a mile, and then to our right on the road, and when a short distance in Saluda township, and near the river, we come to another branch that empties into the Ohio but a mile distant. Here again we parked our car and wand-





HOME OF BATTERY E. 181ST. FIELD ARTILLERY, INDIANA NATIONAL GUARDS





EX. JUDGE P. E. BEAR AT HIS CHARMING COUNTRY HOME NEAR N. MADISON



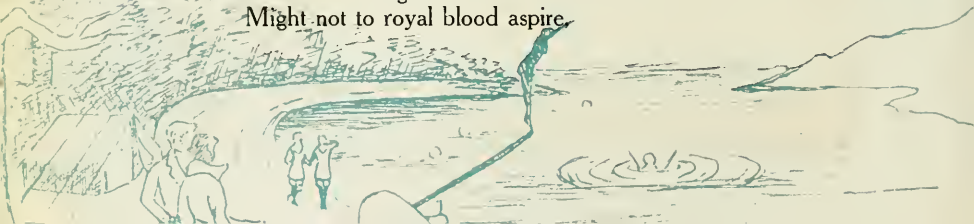
ering down the rock and cliff bound ravine, and over rock shells and nature's curiosities, a half mile or so, again we stand upon the brink of a mighty abyss, scarce less in height than at Chain Mill. The same cliff formation a hundred feet or more in height, border the branch to the point where it almost overhangs the Ohio, and the rushing waters from the falls enters the Ohio, and travels on and on until it reaches the mighty ocean hundreds of miles beyond and there mingles itself in that body that not only bears our ships to distant lands, and brings the produce of the world, but furnishes the air with moisture and fills the clouds with rain that, pouring down upon our heights again passes over the falls into the mighty ocean.

Thomas Buchanan Reed, author of "Sheridan's Ride", visiting Hearts Falls, and learning of an Indian tradition connected with the double heart formation on the wall of the Falls, from which it obtained its name, wrote a lengthy poem, from which we quote the following verses, published in the Madison Courier;

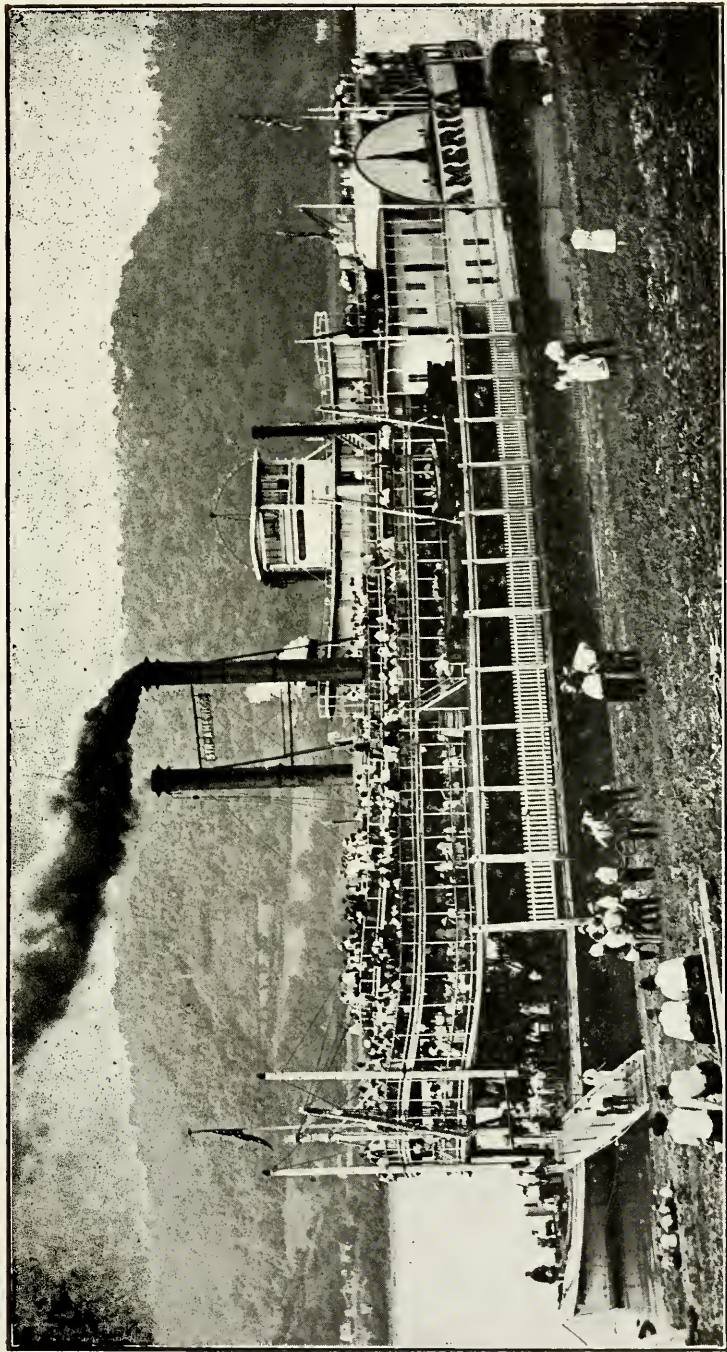
Beneath that cope a deep ravine
Was lined with moss as it had been
A couch wherein might lie
The twilight 'neath the brightest sky.
A jutting rock with threat'ning frown,
Upon its fronts the wild vines clung
But yet upon its vine clad face
Were carvings that the eye could trace;
Yes, something strange to fill the brain
With wild conjectures, vague and vain.

The hill may be by earthquake rent,
The thunderbolt may scar the rock
Or blast it with the fearful shock---
It may not carve by accident
Two hearts upon the solid stone,
And make the one so like the other
And bind them artfully together,
And on the simile marks bestow
A deep mysterious power to throw
A shade of sadness on our own.

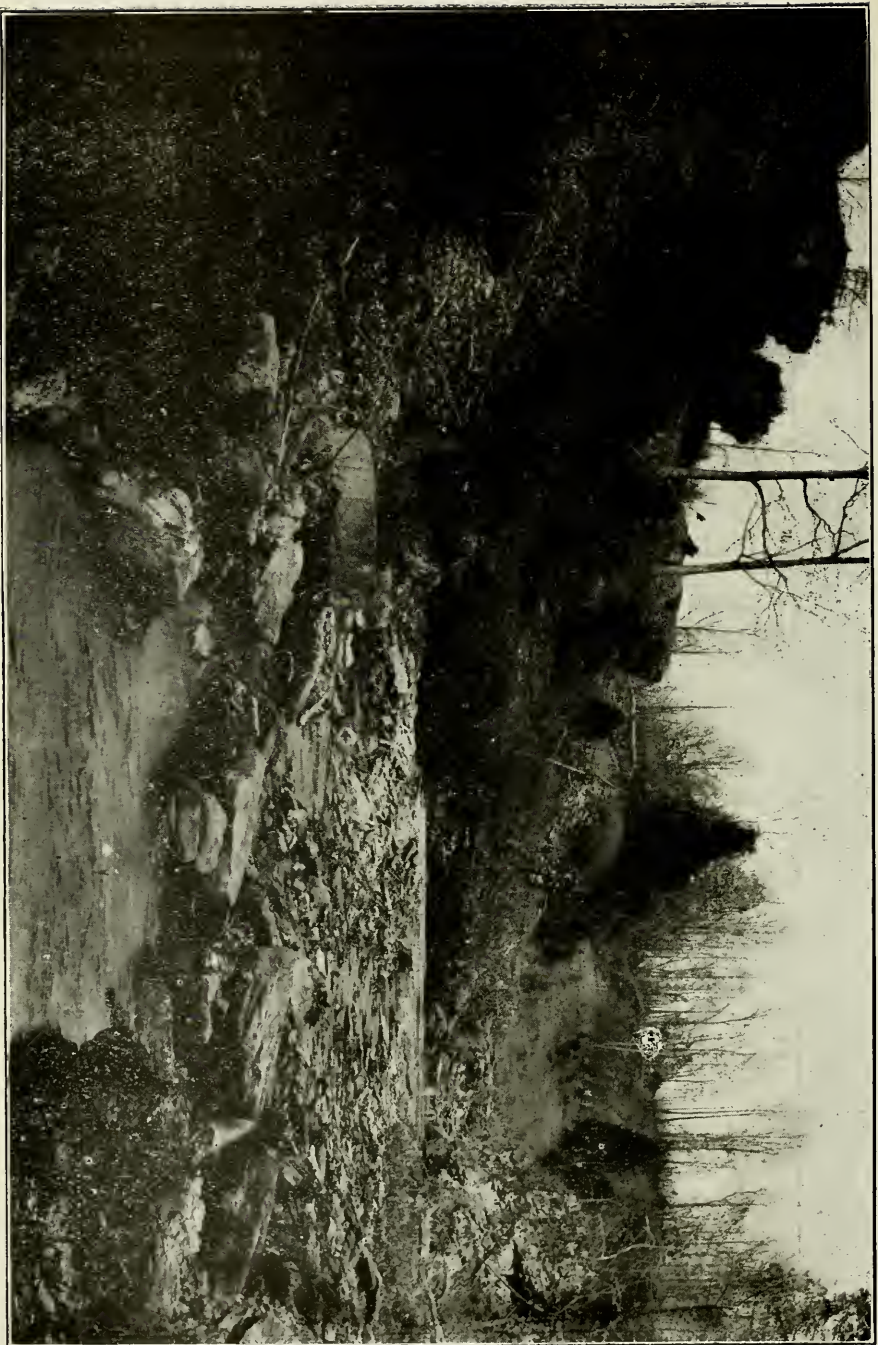
Tradition now essays to tell
In mournful tones a tale of grief.
How that the daughter of a chief
Was loved by one she loved as well,
But son of an ignoble sire
Might not to royal blood aspire.



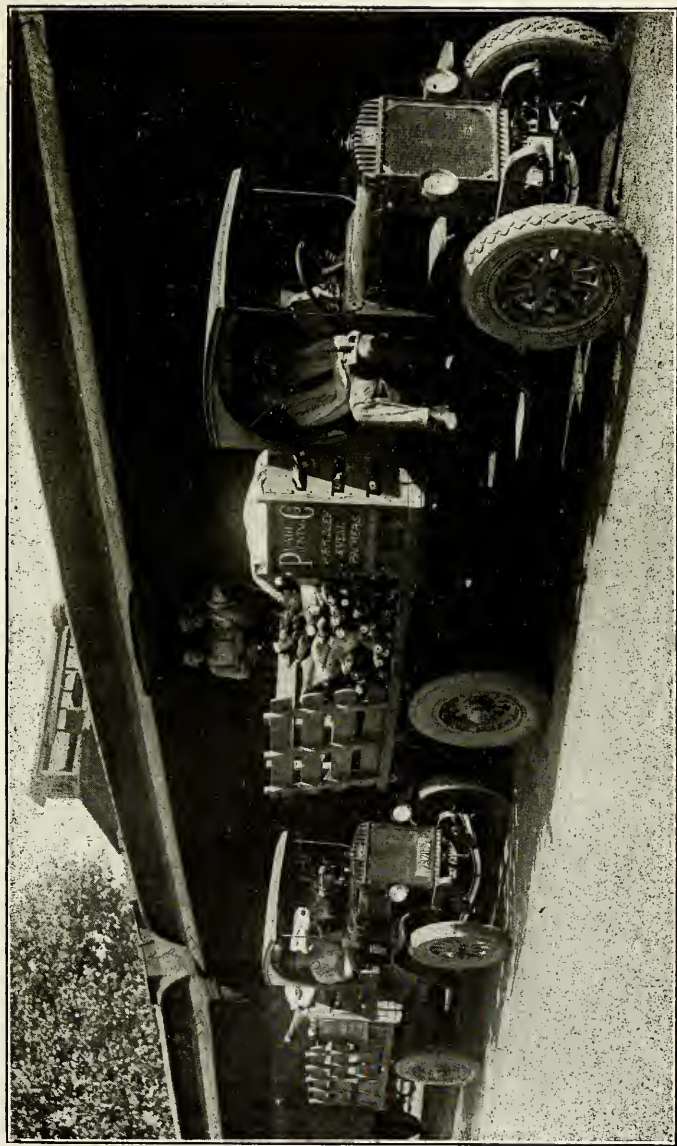
1721979



STEAMER AMERICA LOADED WITH EXCURSIONIST TO VIEW OHIO RIVER SCENERY



HEAD OF CROOKED CREEK, STRANGE ROCKS DRIFTED HERE WITH PREHISTORIC ICE FLOW



PEARL PACKING COMPANY'S BIG TRUCKS MAKING DAILY SHIPMENTS TO THE EASTERN MARKETS



GRAHAM FALLS ON BRANCH OF CROOKED CREEK

For rather would the chieftain see
His daughter's grave, than she should be
Allied to less than royalty

The lovers met at dead of night,
When woods were dark but heavens bright;
Where dancing stars and full round moon
Gave on that rocky mountain height
A silvery veil to midnight moon,
Then carved they on that frowning stone
Those hearts, the emblem of their own.

And on the dreadful precipice
They clasped, by mortal eye unseen,
Each other in one long embrace,
And with a last and lingering kiss,
Still gazing in each other's face,
They leaned above the deep ravine
With neither voice or wail or woe,
Then plunged a hundred feet below;
And found upon the moss beneath
Their bridal couch and couch of death.

Returning to Hanover and taking the "Hog trough" road we pass along south near the river, and arriving at the branch below the falls, wend our way up the branch the scene is anything but a tame one. The water tumbling over the falls, and the undermining of the banks of the vale on both sides has caused great rocks as large as a house to tumble down into the ravine and along its bottom are to be found all kinds of curious rocks and crystalized bones of prehistoric animals, and other evidence of the mamal of prehistorical times in the ages of the long gone by; and doubtless when all these valleys and rocks were deep imbedded in the earth, or mayhap at the bottom of the sea. Probably the latter, as the shells found there prove that it was the habitude of fish and sea animals, a study for the naturalist.

Most of the famous scenes of nature surrounding Madison are found in their native beauty, the immediate surrounding land being worthless for agricultural purposes; and as resorts heretofore little appreciated, born and raised among them as it were, and lived by them all their lives, and to whom a level field of waving wheat or growing corn ready for the harvester and the gathering in is of far more importance than all the great heights and falls of nature in the world.

CROWE FALLS.

As the enlarged local map will show the reader, Crowe Falls lies just



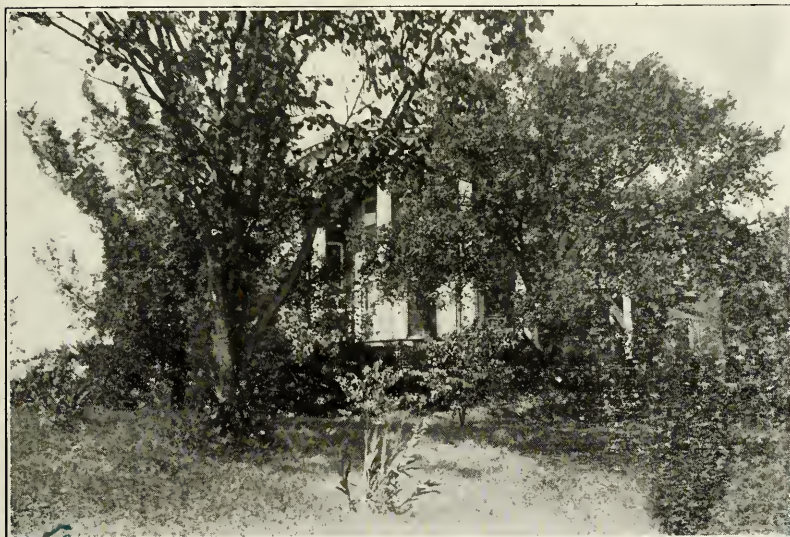


BEAUTIFUL HOME OF DR. AND MRS. JAMES RUDOLPH WEST MAIN STREET





WINTERWOLD, A HILLTOP HOTEL CATERING TO
TOURISTS



THE BEAUTIFUL HILLTOP HOME OF
MISS DRUSILLA CRAVENS



south of Hanover College, down in the valley that leads to the river a half mile or more distant. These falls, while not as wild or high as some others in the locality, are still a magnificent sight, especially after a heavy rain when the water from the valley above comes pouring down and over the precipice with a mighty roar, and rushing on soon reaches the river below. Here the students of the college oftentimes picnic, and when the water is low in the vale gather the curious rocks and gathered shells and petrified bones of prehistorical animals and then study their history as far as possible from musty old books at the college.

BUTLER FALLS

Passing through the town of Hanover along the main street, we turn to the left when near the end. A ride of less than a mile brings the rider to a farm gate on the left. Entering and passing the house we are at the head of a vale. Down this vale we find another steep falls washed by the waters of prehistorical times, and over which the rushing waters created a cataract well worth the tourists time and money to come and see. The falls are situated near the head of the ravine which is a fork of the main branch that about two miles below enters the Ohio river.

LLOYDS CAVE

Lloyds Cave, or by some known as Wilsons cave, bordering on land owned by Mr. Wilson, is another of Natures wonders surrounding Madison. It is located west of the city about nine miles on what is known as Little Big Creek, a branch off Big Creek, the stream that carries the waters from three miles north and west of Madison away from the Ohio river, and on into the White river.

You enter the cave beneath a great opening in the overhanging cliff, and continue in a somewhat winding course three quarters of a mile, when it immerses in a ravine on the opposite side of the hill. A branch of the cave also comes out further down the creek. A stream of deliciously cool water is constantly flowing through the cave and out at its entrance into little Big Creek. The cave overlooks the site of a beautiful cedar grove park, where the most beautiful conical shaped cedars are found, reaching nearly a hundred feet in height, and perfect. A park, where cottages and a ball ground are being built for visitors.

It is claimed by those who have studied the formation that this cave is a part of the earth's formation continuing across the Ohio river and on to the Mammoth Cave formation in Kentucky. All we know, it is the same formation that produces the falls and cliffs high up and between the hills bordering along the Ohio river for many miles above and below Madison.

The top of the hill a few miles back of Madison from the river is the



highest point in the state, 700 feet above sea level. The water shed, back but a short distance from the crest of the hills overlooking Madison trends north and west, and continues on into the White river and thence into the Wabash, and finally reaching the Ohio river at Evansville two hundred miles be'ow Madison. The waters pouring through that Cave travel all that distance to reach the Ohio, starting but scarce five miles from the Ohio. Hence the view-er that stands on the top of the hills overlooking Madison stands at the peak of the state, and overlooks one of the richest fields, scenic as well as verdant, to be found anywhere.

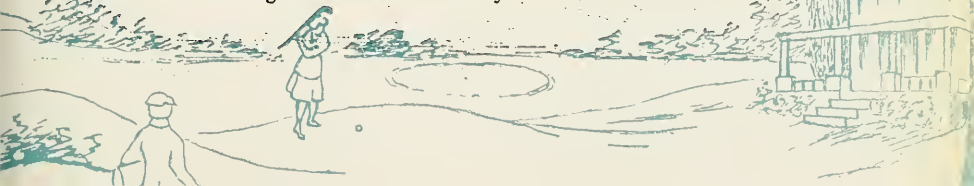
Less than a mile west of Hanover and the chain of falls south of that town, and a little more than a mile from, and 400 feet above the Ohio river is the peak of the ridge in that section, the waters flowing west and northwest into the Little Big Creek, then into Big Creek, the White river, the Wabash river, and finally into the Ohio at Evansville, the intervening country a gentle slope to the west and northwest, and the finest section of Limestone formation and farming land to be found anywhere, and covered with rich and prospering farm homes.

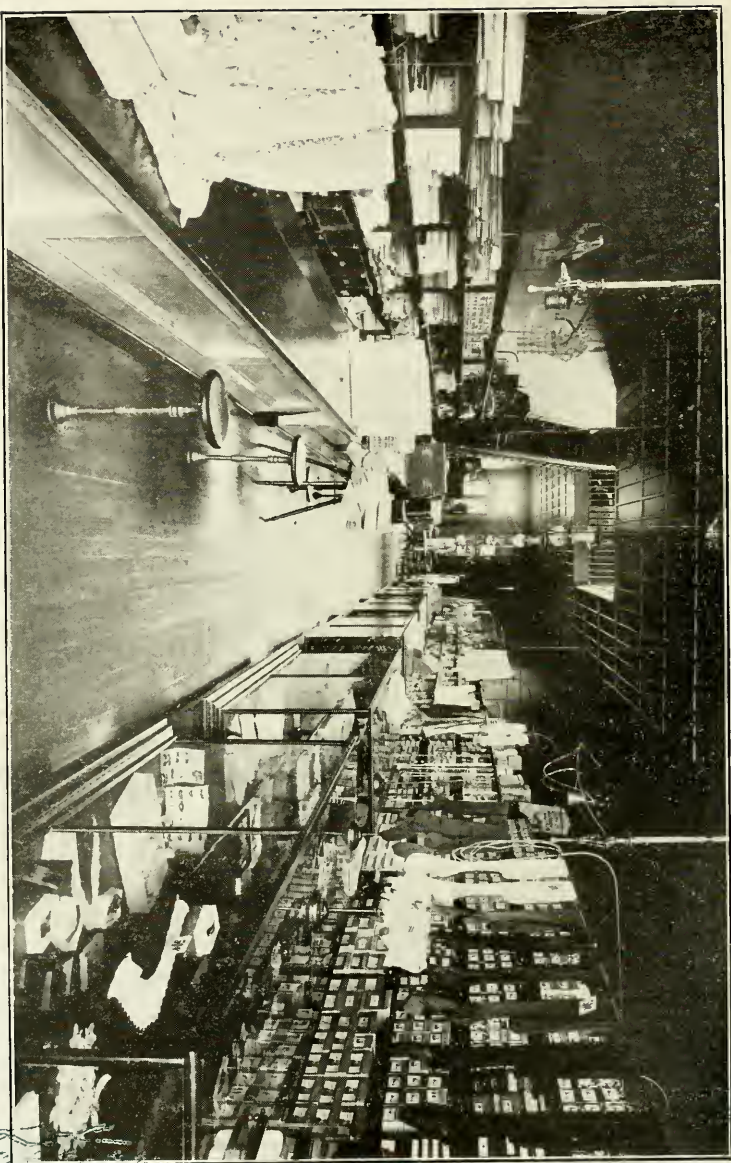
Realizing the value of the vast number of falls, caves, precipices and what might be termed freaks of Nature; but really the handiwork of the Almighty in beautifying this world of ours, the state government has purchased, and is now improving a large section of the territory around Madison. No section in the world has more impressing scenery, surrounded by and mixed with, we might say, homes, modern and beautiful habitations, and beauties and comforts of cultivation and civilization, than Madison. This is the verdict of thousands of world tourists that have visited us.

Here, amid the highest state of cultivation and human comforts, and nature's beauties and flowers, and vast towering cliffs, and giant precipices, great high falls, underground wonders of nature, and a silvery flowing river, on whose breast float great steamers and beautiful water craft, pleasure and commercial, and built and adorned with all the comforts and desires of man, Nature has been fitting this place for the comfort and desire of modern man per-haps millions of years.

The Bible tells us the world is about 6000 years old. But who knows the length of a year prior to man? Hence no one knows the age of the world, counting the years at their present length.

No doubt this section of the earth was at one time the bottom of the ocean, Sea shells found tell us this. Strange rocks found here tell us they were broken off from some other part of the world, and doubtless brought here in an ice flow from the north. Who knows? But the tide rolled back and left the land dry. Time has worn valleys and formed mountains, and vast ledges of rocks, and rivers have been formed, the crest of the bordering hills a ledge of limestone rock, precepitous and beautiful for man to admire and scientists to vie with each other in telling us its unknown history.





INTERIOR SPAULDING & SCHWARZ'S DRY GOODS STORE



RESIDENCE OF GUS. YUNKER PROPRIETOR OF THE
PEARL PACKING CO.



Old time in the years gone by has made some wonderful improvements and performed some wonderful miracles in and around Madison that the human mind might view with awe and even reverence.

The state realizing this great mine of wealth and beauty in these great scenes around Madison, on the Indiana side especially, has purchased the land in which many of these scenes are located, and is preparing to and are at work beautifying them and making them accessible to the world to visit and enjoy.

Most of these scenes, freaks of nature we might call them, are near, or bordering on branches and creeks emptying into the Ohio not far from the city of Madison. Clifty Falls is of international fame, and has been written of by travelers and historians and visited and admired by the tourists of the world, and made famous by poets and scenic writers. But it is by no means our only scenic falls.

This section, of about four miles square has been purchased by the state as a state park, and is to be beautified, and roads leading thereto paved and the scenery heightened and beautified, if the latter were possible, as it is difficult to improve on Nature, except to clean up unsightly surroundings that obscure Nature's beauties, and beautify the approaches.

Clifty Falls is best reached by road through North Madison, turning west about half a mile beyond North Madison, the state road leading to the park the falls being about a quarter of a mile down the stream and about four miles from the river, where it empties its waters. The fall of water over the precipice is little less than 100 feet, but after heavy rains the sight is certainly one of wonder and awe the wild scenery surrounding the falls, and the precipitous walls of the canyon below the falls adding to the inspiring scene, the walls over a hundred feet in height, and crowned with great high trees and heavy undergrowth, a veritable maiden forest, awe inspiring in its vastness before insignificant man.

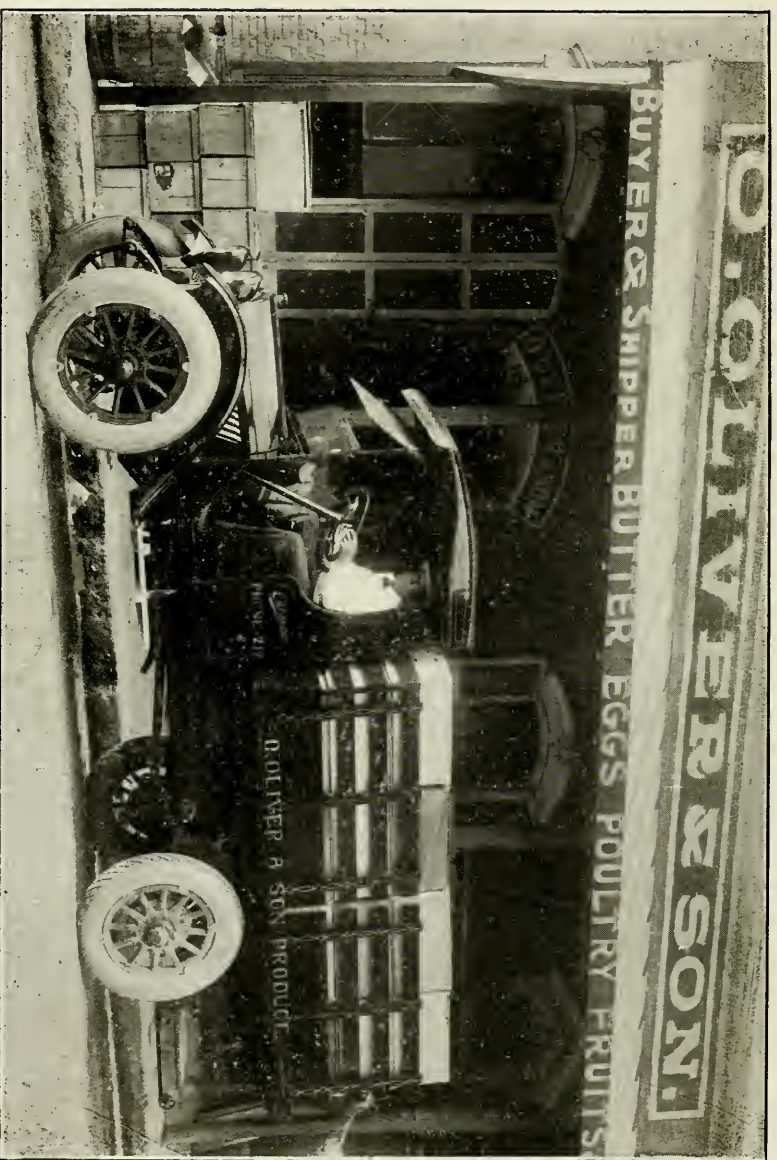
Near by on Little Clifty, a branch of the Clifty Creek is a similar fall but not so great, the branch emptying its water into the parent creek a short distance below Clifty Falls.

A short distance farther down the Creek we find another branch entering the Creek. Just above its mouth is one of the finest falls, except Clifty, in the Park, rearing their heads fully a hundred and fifty feet above the bed of the stream below the falls. This is known as Tunnel Falls, a name given it because of a tunnel through the mountain just above the falls, built for the railroad entering Madison, the intention then, way back in the early forties of last century, to change the Madison road from its steep grade to the winding curve around and down this branch and along the edge of the mountain bordering Clifty. The road was abandoned after spending millions of dollars on it, tunnelling two great mountains and almost completing the excavation of the roadway. The abandoned road was dubbed "Broughs Folly", and since known by that name.

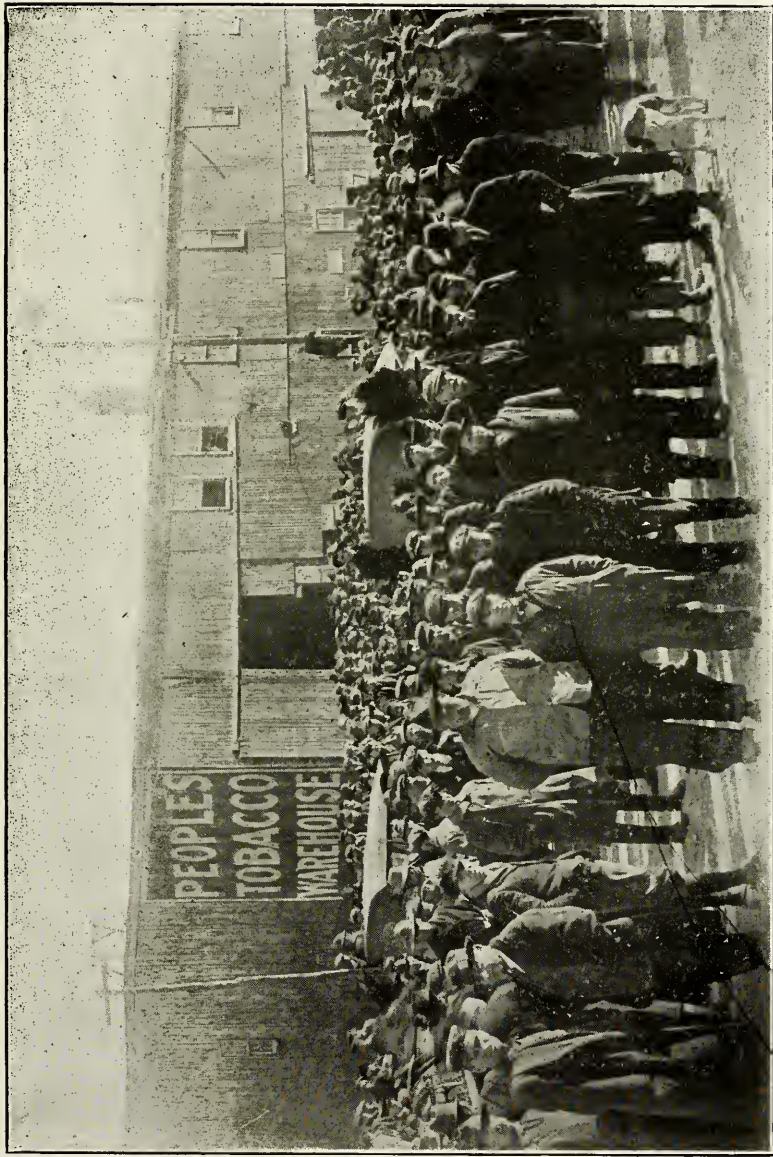




FAMOUS CLIFTY FALLS



OLIVER & SON'S BIG TRUCK MAKING DAILY SHIPMENTS TO THE MARKETS OF THE EAST



ONE OF MADISON'S BIG TOBACCO WAREHOUSES ON OPENING DAY. WAITING FOR THE GENERAL
MANAGER BARNEY HOLSCLOW



SCENE IN CANYON BELOW CLIFTY FALLS

Tunnel Falls is reached by auto road branching off the state road leading north from North Madison, just north of that town, near the gates entering the Insane Hospital ground. This road leads to within a quarter of a mile of the Falls, beyond which the road has not yet been completed, cars having to be abandoned, and a walk down the hill to the Falls will be well worth the effort.

The government now has a force of men clearing out and putting in shape the park that will take in all these scenes in a territory of about four miles square, no other territory of similar size known to tourists with more real natural and awe inspiring scenes, and surrounded by fine homes, cultivated farms and orchards, and all the necessities and improvements of an up-to-date modern community, can be found in all this vast country of ours.

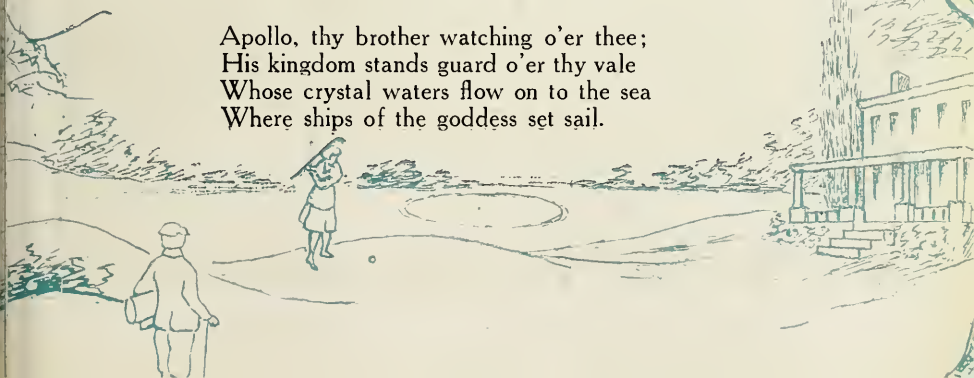
It is cultivation and civilization in wonderland.

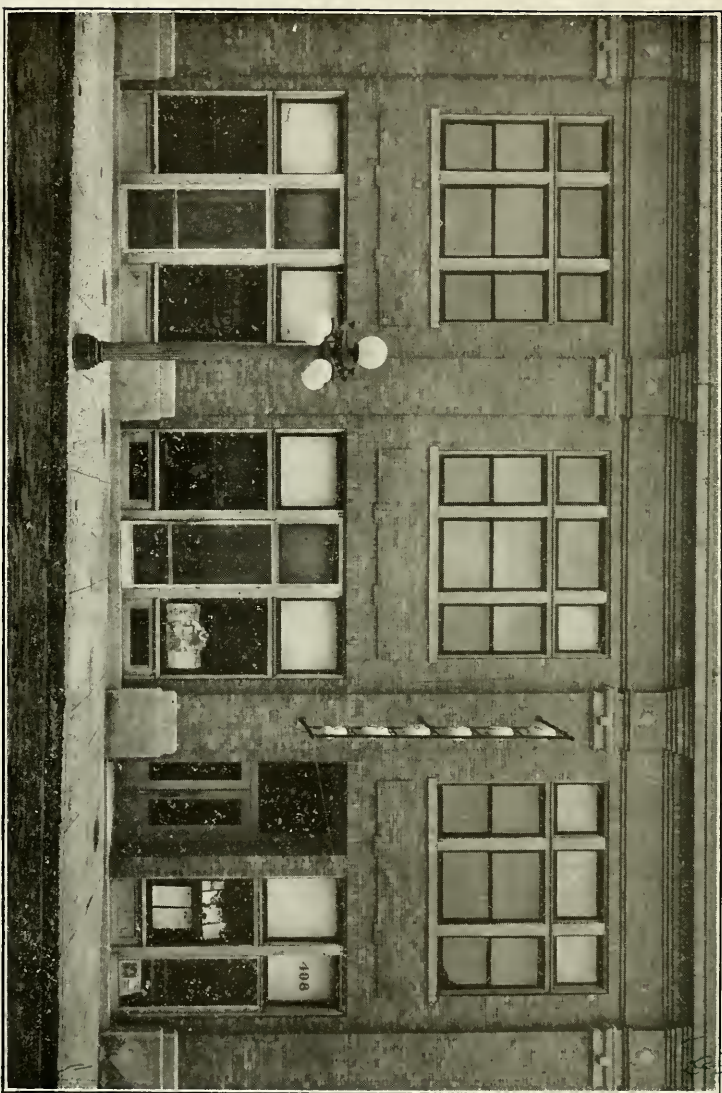
Tourists and others visiting Madison must not come with the mistaken idea that Clifty Falls and its surroundings, the State is spending many thousands of dollars in beautifying, surrounding it with a beautiful state park, is the only scenic point of real beauty in the county. We have others its equal, some we have mentioned and one in particular that surpasses Clifty in real beauty, in height of falls, and of scenic surroundings, and it is near the city, less than three miles distant, Wanda Falls.

Crooked Creek, that passes through the northern boundry of the city, heads about three miles nearly directly north of the city of Madison. Near its head in one of the finest and most picturesque falls, much higher than Clifty, to be found anywhere, Wanda Falls, near the head of the stream. It is reached by going up the Graham road to the top of the hill, and there parking your car you walk over the intervening hill to the Falls. less than a quarter of a mile. The visitor will be well paid for his or her walk. As you approach the falls from above you find the hill sides of the ravine but a small branch here, dotted with great rocks, many of them as large as a good sized house, and lying in all sorts of shapes and conditions, supposed to have drifted here in the great prehistoric ice flow that overrun this section of country when it was under the ocean, no one knows how long ago.

Wanda, the mythical gods kneel to thee
With flowers from garden of love.
Diana, goddess of pure Chastity,
Smiles sweetly on thee from above.

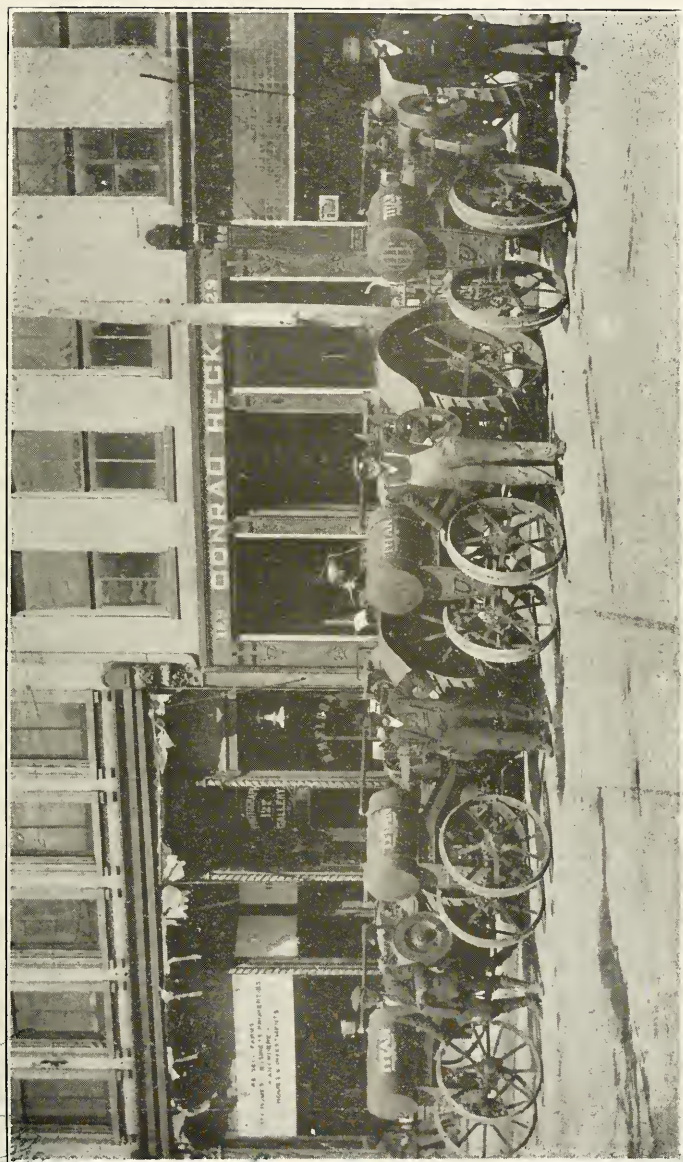
Apollo, thy brother watching o'er thee;
His kingdom stands guard o'er thy vale
Whose crystal waters flow on to the sea
Where ships of the goddess set sail.





S. E. HAIGH, UNDERTAKER AND MUSIC DEALER.





CONRAD HECK; HARDWARE, FARM IMPLEMENTS, MACHINERY AND AUTO ACCESSORIES

28 N. 30th

1st



Approaching the Falls you look down a precipice a hundred feet or more to the rocks below, and to the left a vast perpendicular stone wall extends from the falls, along the bank of the hollow a quarter of a mile or more to a branch leading eastward, and on around the side of this branch for a hundred yards or more to another falls not quite so high as Wanda Falls. Both falls are shown in the illustration elsewhere.

Another falls is found at the head of a small branch that leads from the main stream, a half a mile down the creek on the west side. It is of the same rock formation as both the other falls named, but not so high. Around here and on beyond the main Falls, on both sides are found hundreds of these stray rocks scattered around promiscuously, of all sizes and shapes, lost, "strayed or stolen", but no one knows from where they came, or how they got there. These strange rocks are found all over this section of the county, but not so numerous as here, forming a picture well worth the visitor's viewing.

Doubtless these strange rock were dropped here in the great prehistoric ice flow, when this section was under the sea, as the great beds of shells and other evidence of sea bottom found here are sufficient proof, just as now, the Banks of New Foundland is being formed. In the spring of the year, when the sun comes north, the great ice covered cliffs in the North break loose and start south with the Arctic current, and in breaking loose from the land bring with them vast quantities of the sand, earth and rocks to which they were attached. This Arctic current meets and connects with the warm Golf stream near the island of New Foundland, and the two currents combined are forced east across the Atlantic. When the drifting bergs enter the warm gulf current they soon melt and as a matter of course the sand and rocks attached sank in the ocean. This has formed the Banks of New Foundland in the past ages of time. In time, doubtless this annual drifting process will form another continent where the Banks are now located, the rocks and land coming from the north, just as these stray rocks we find in Jefferson county now form a part of the land, drifting here: who knows how many years ago.

According to Biblical record, man was first formed about 6000 years ago, God had made the earth in six days. But who knows the length of those days? Saint Peter in his second Epistle, third chapter, verse 8 says: "But of one thing be not ignorant, my beloved that one day with the Lord is as a thousand years, and a thousand years as one day".

The top of the afore mentioned perpendicular stone wall between the Wanda Falls and the Apollo Falls are at least two hundred feet perpendicular above the bed of the creek, surpassing even Cedar Cliff in height and scenic beauty, and only lacking a great valley above to produce a heavy flow of water over the falls to surpass any scene in the west.

To the lover of nature here is his paradise; if he is a fair walker and a good climber.

Both these falls are illustrated herein, under the old name of Crooked



Creek Falls, and Graham Road Falls sometime given them because one lies at the head of Crooked Creek, and the other near the Graham Road.

They are reached by taking the Canaan road, out Walnut street and up the Graham road at the first iron bridge two miles north of the city.

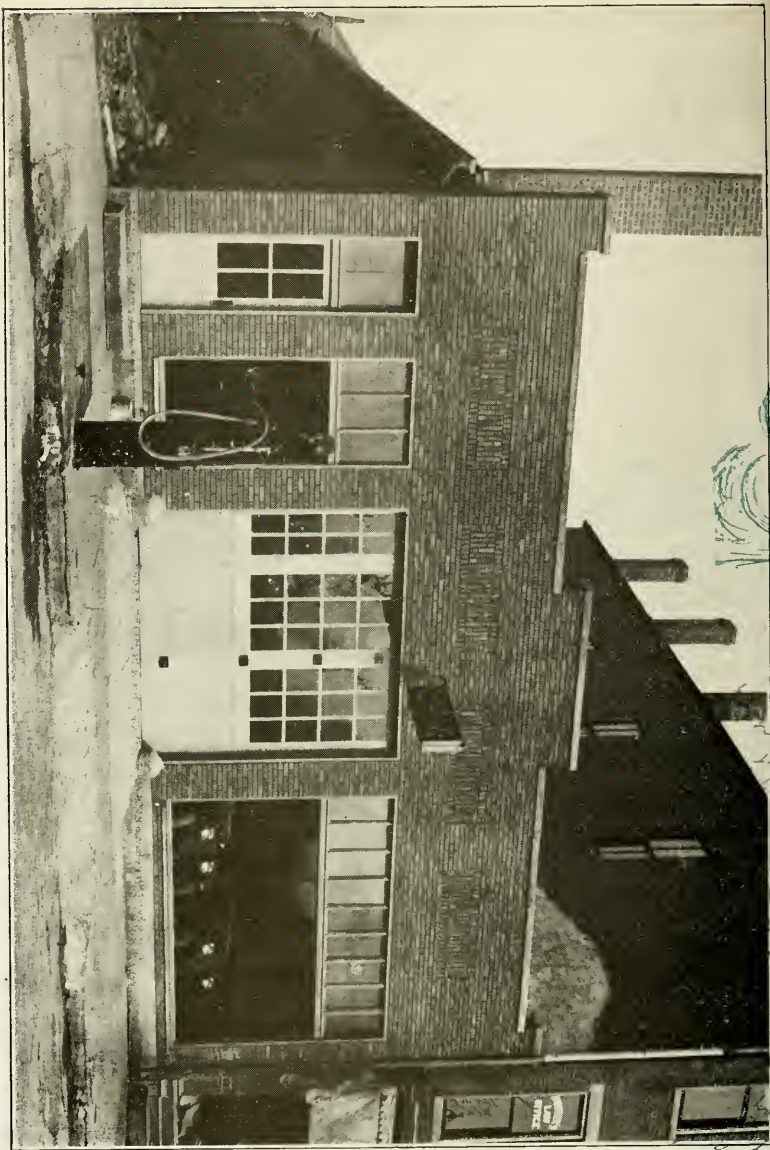
East of the city we have the continuation of the famous cliff that forms Chain Mill and Hearts Falls. Scarce two miles above the city we have what is called Little Cedar Cliff, rearing its head almost if not quite 400 feet above the river it overlooks, a picture of which is shown in this book. Here the government obtains fine limestone rock for building river dams and improvement and nearby which a company are planning a half a million dollar, hotel, the site fully 400 feet above the river, the view across the fertile valley in Kentucky, with its waving wheat and rich cornfields and stately farm houses like those of the pre civil war times in the south, form a scene for the artist indeed.

Back of this in the hills nearby are numerous caverns and falls, picturesque beyond imagination, but as common to the neighbors who own fine cultivated farms in their immediate surrounding that little attention is paid to them. A field of corn or waving wheat of more interest to them. But to the stranger, the tourist they are a scene of indescribable beauty in Nature.

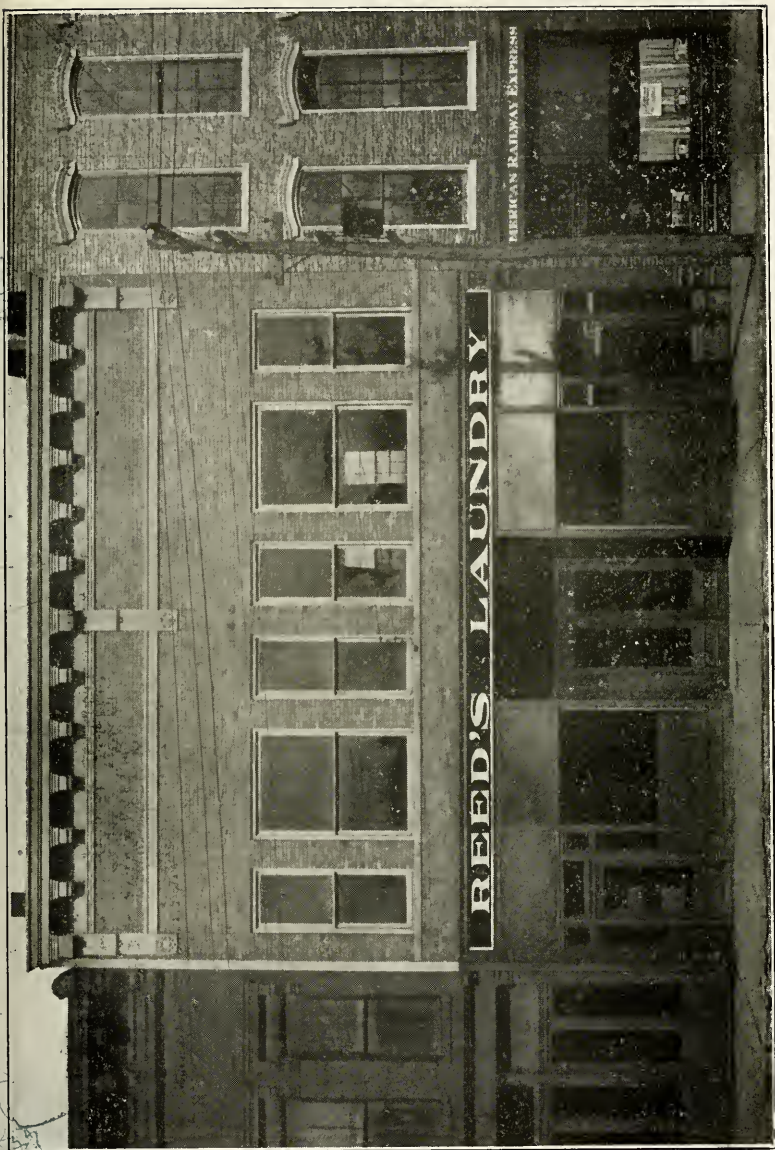
Just above Eagle Hollow, a creek entering the Ohio just East of Big Cedar Cliff, in the same continuous ledge, is a similar cliff called Little Cedar Cliff. It is reached by a road up the hill, east of the bridge over the creek, near the river. The scene here is similar to that of Big Cedar Cliff.

Big Cedar Cliff is reached by taking the road leading north from Walnut Street after crossing the bridge over Crooked Creek, winding up the hill a mile or less a sign board tells the tourist where to turn off towards the river, a road leading from there to the Big Cliff.





C. AND M. GARAGE, AUTOMOBILES STORED AND REPAIRED. OPPOSITE COURT HOUSE



REED BROS. LAUNDRY ONE OF THE FINEST IN THE STATE



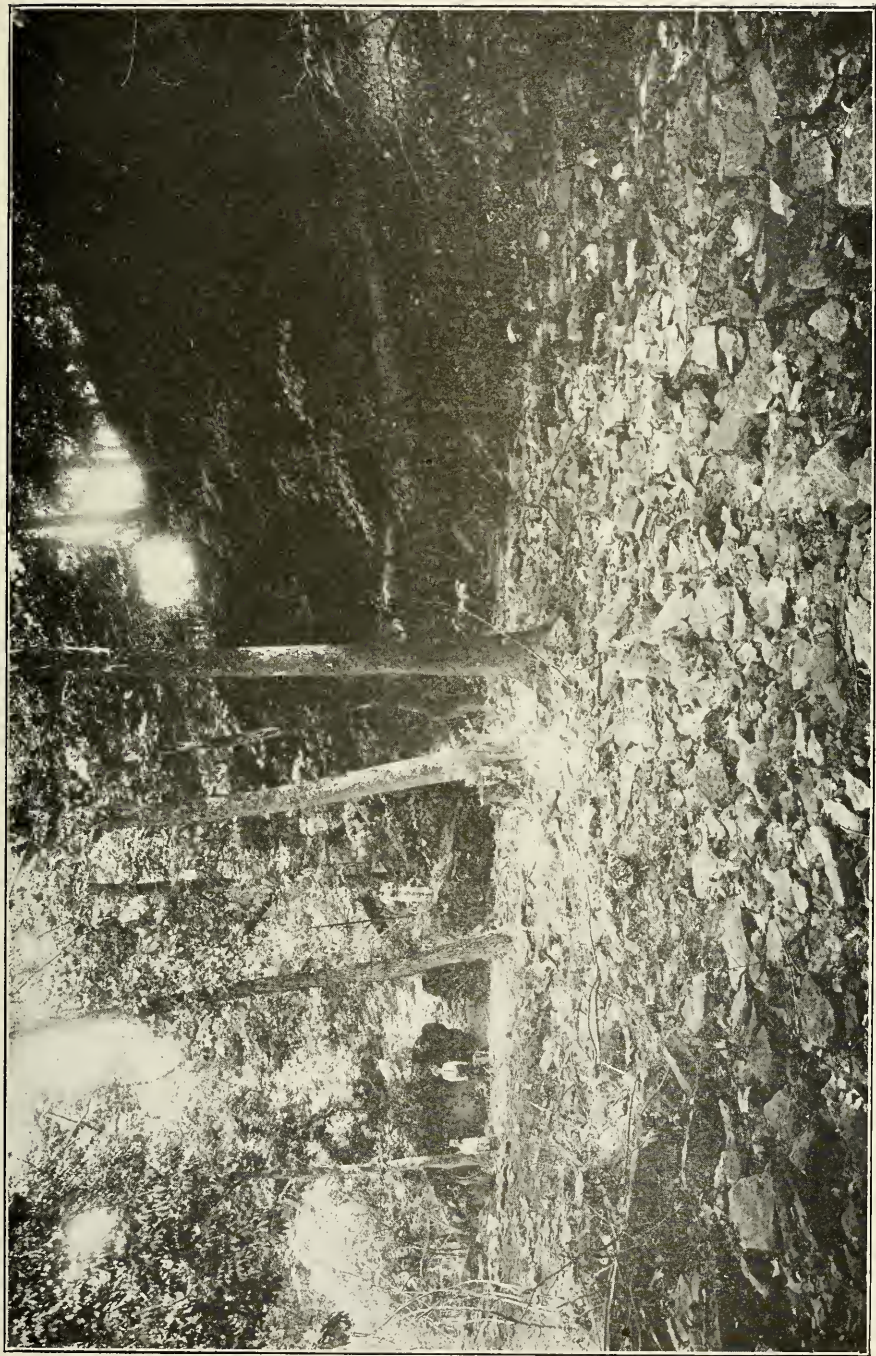
E. T. ANDREES

AUTOMOBILE TIRES AND ACCESSORIES

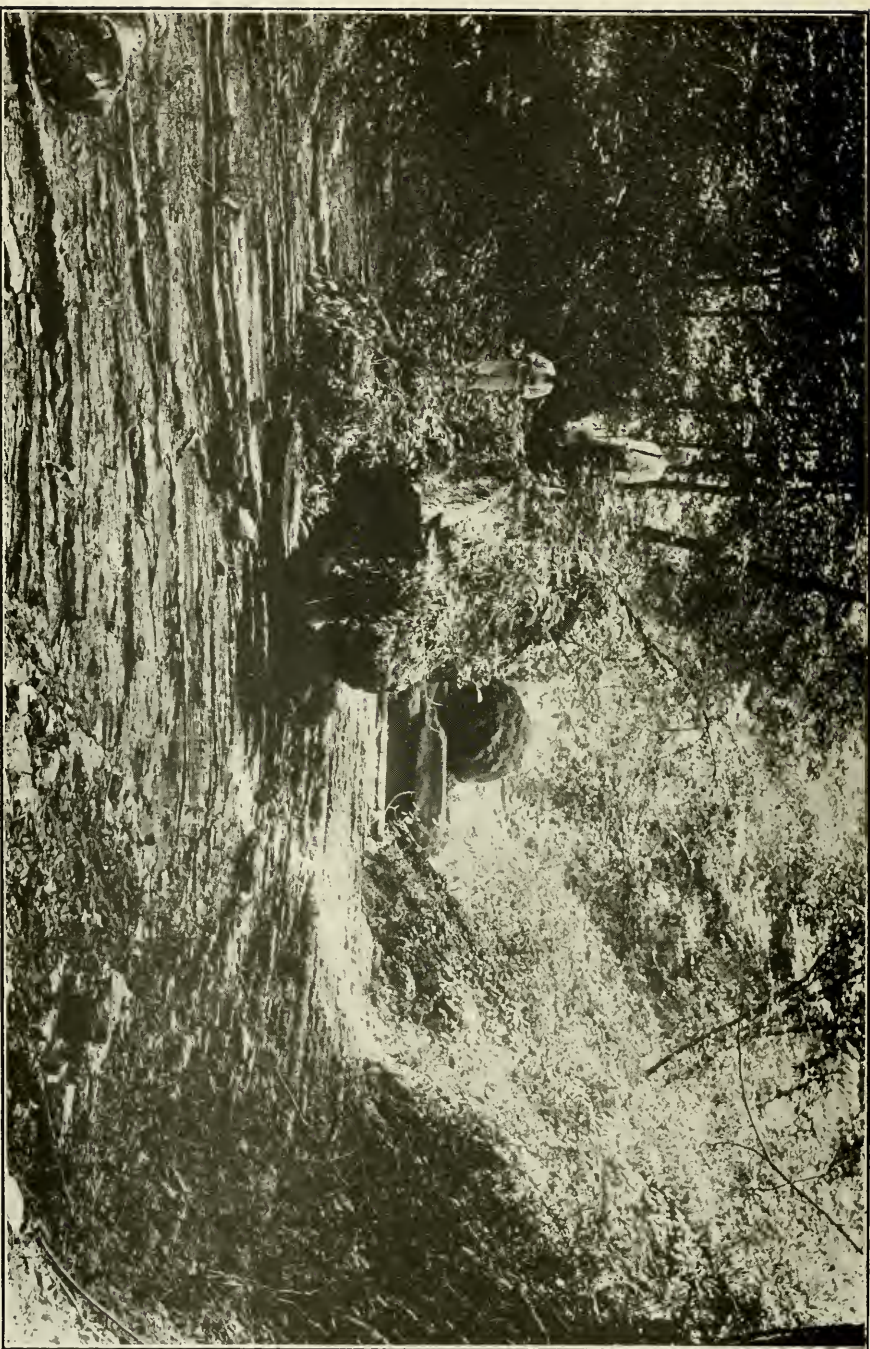
The automobile is here, and so is its accessories; and dealers therein are kept busy supplying them if they are up to date. Under the above title, "Auto Accessories," Mr. E. T. Andrees, one of the pioneer autoists of Madison and Jefferson county, and one who knows more about an auto and their needs probably than any other man in the county, has opened a fine store on Main street for the sale of these auto necessities. Mr. Andrees was one of the first men in the county to own an auto, first a small three wheeled affair, in which he went to market or took his evening rides. Then came the demand for a garage to accommodate the growing auto industry. Mr. Andrees was among the first to engage in the business. Being part owner of one of Madison's big garages, as an accessory to the trade he has opened up his big store on Main street where he keeps the latest and best auto tires and other auto accessories for the trade. An auto entrusted to him, stored in his garage and fitted out with all its accessories from his large store supply, and you have practically a new automobile. There is not a part about the machine that is kept in stock anywhere he cannot supply you with, and at manufacturers' prices.

His experience in the growing auto industry is valuable to any one who owns a car, no matter what the make, but which is liable to need repairs. Not only is his service valuable to the tourist passing through and halting in Madison to view the surrounding scenery and enjoy the courtesy of some of our popular hotels or restaurants, and in need of some little accessory to their car. Here you will not only find what you want, be it tire or other important auto adjunct, but your needs will be promptly and courteously attended to and at reasonable cost.





SCENE IN CREEK ABOVE HEARTS FALLS, SALUDA TOWNSHIP, NEAR THE PIKE

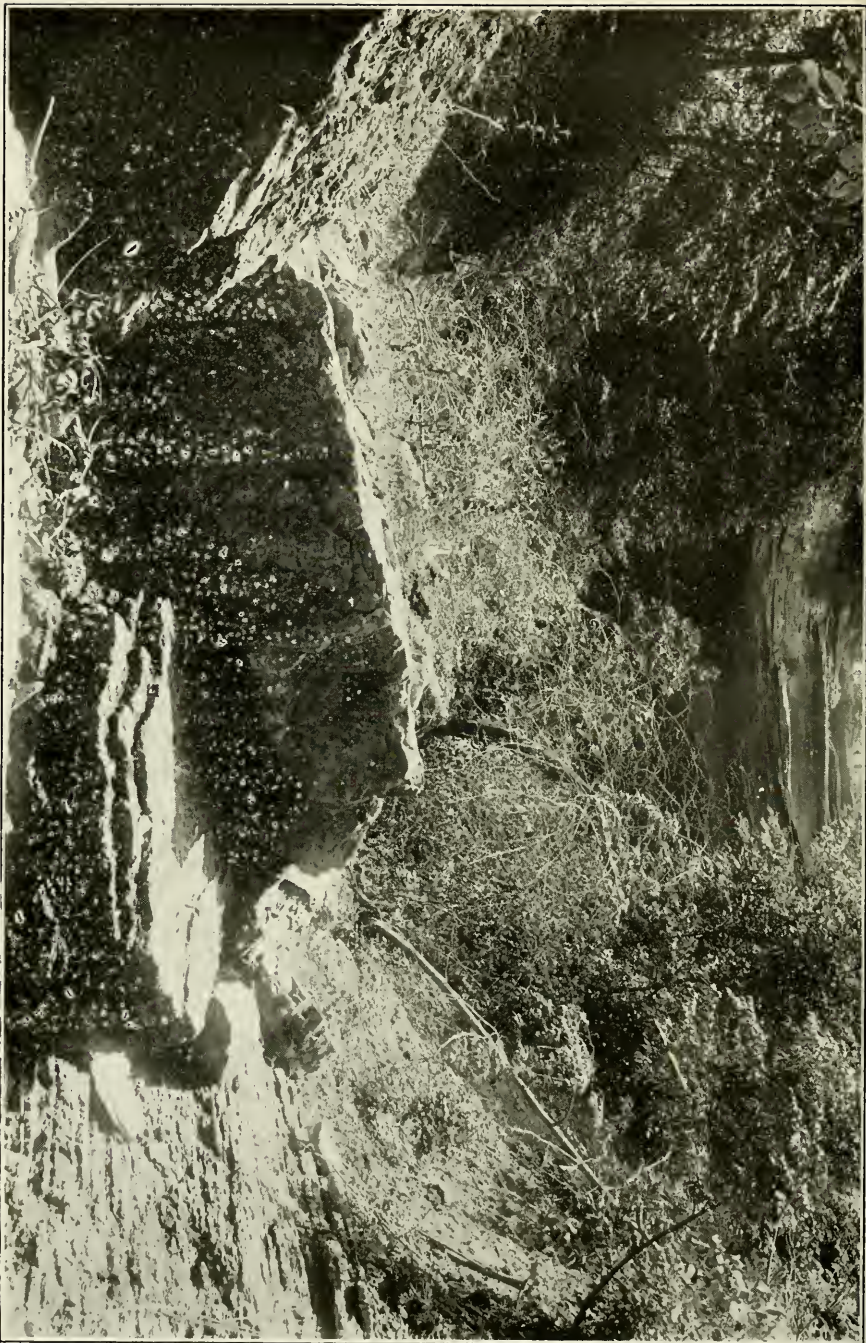


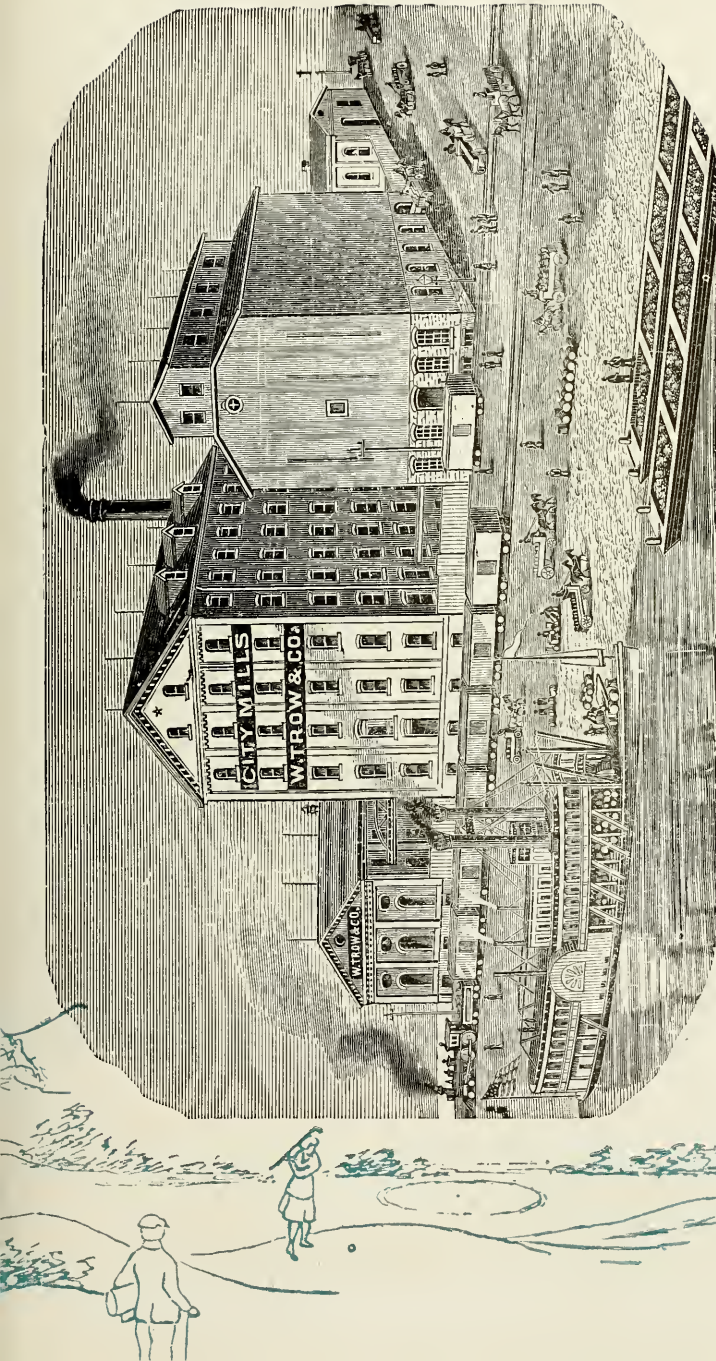
RUGGED SCENERY IN CANYON BELOW CHAIN MILL FALLS



SCENE FROM BELOW BIG CEDAR CLIFF, EAST OF CITY. NEAR THE U. S. GOVERNMENT QUARRY

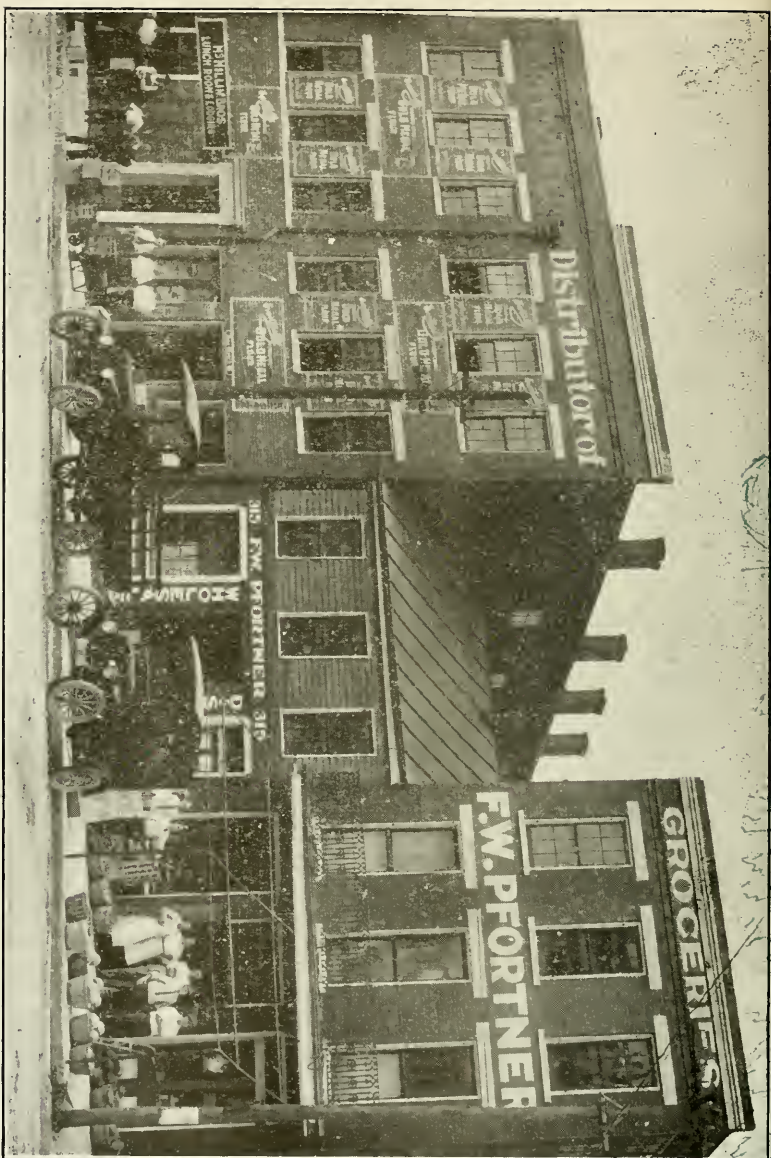
SCENE BELOW CHAIN MILL FALLS, HOLE IN FALL LEDGE WHERE CHAIN OPERATED OLD MILL





Trow's Big Flour Mill. Oldest and Leading Flour Mill in Indiana. Joseph R. Mathews, manager.



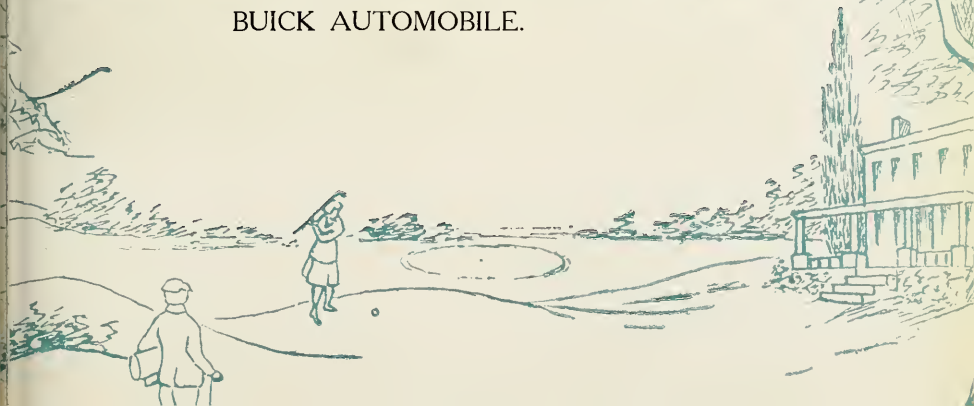


FRED W. PORTNER, WHOLESALE AND RETAIL GROCERY SUPPLY HOUSE.





JOHN ECKERT'S SONS BIG STOVE AND TINWARE STORE. AGENT
BUICK AUTOMOBILE.



AT THE DANNER HOUSE

Here's where we dine. The king has no better; and the president has no cleaner, though he dine at the White House.

You'll find the leading citizens dine at this table de hote and presided over by Mrs. Danner and her pleasant lady assistants, with a smile on their face. No one, unless they are dispeptic, ever leaves her table dissatisfied.

Dinner here is like dinner at home, only more pleasant; no dishes for your wife to wash.

Here the business man enjoys his noon day lunch while the folks at home enjoy their siesta.

Here you get the real home like cooking, and plenty of it, and no questions asked, save it be: "Will you have another cut, or another serving?"

NIESSE & SCHOOLCRAFT

MACHINISTS AND PLUMBERS

Here is one of the ideal novelty and machine shops of the city. All kinds of household and other light machinery repaired, and parts secured or repaired. While Mr. Niesse, the machinist, operates the indoor machinery, Mr. Schoolcraft, an experienced plumber, attends to the outside work of plumbing and kindred work. As a result the firm has built up a big and growing trade. Mechanics themselves, they put out only first class work, and hence when needed they are called again. They have one of the best arranged and equipped machine shops for all kinds of repair and small machine work, such as parts for, or repairing of household machinery, automobiles, washers, sewing machines, guns, and in fact wherever light machinery is to be repaired or made new. Both accommodating gentlemen, tourists, requiring work on their auto machinery, as well as home demand, will find them accommodating gentlemen, as well as experienced machinists in their line, and what is attractive, their charges are not exorbitant.



HERBERT MOUNTJOY

Madison's progressive cleaner. The man who makes the old suits like new, and fits his patrons out in a clean Sunday suit just like out of the store. Mr. Mountjoy has the best fitted establishment for cleaning suits in Southern Indiana, having all the machinery necessary in a first class cleaning house.

His patrons are the leading citizens of the town. His work is always up-to-date, and what is better, there is always a smile on his face when you enter his establishment whether you are a customer or are coming to collect a bill, and his cheerful: "Call again" salutation never fails to bring back the customer when in need of his line again.

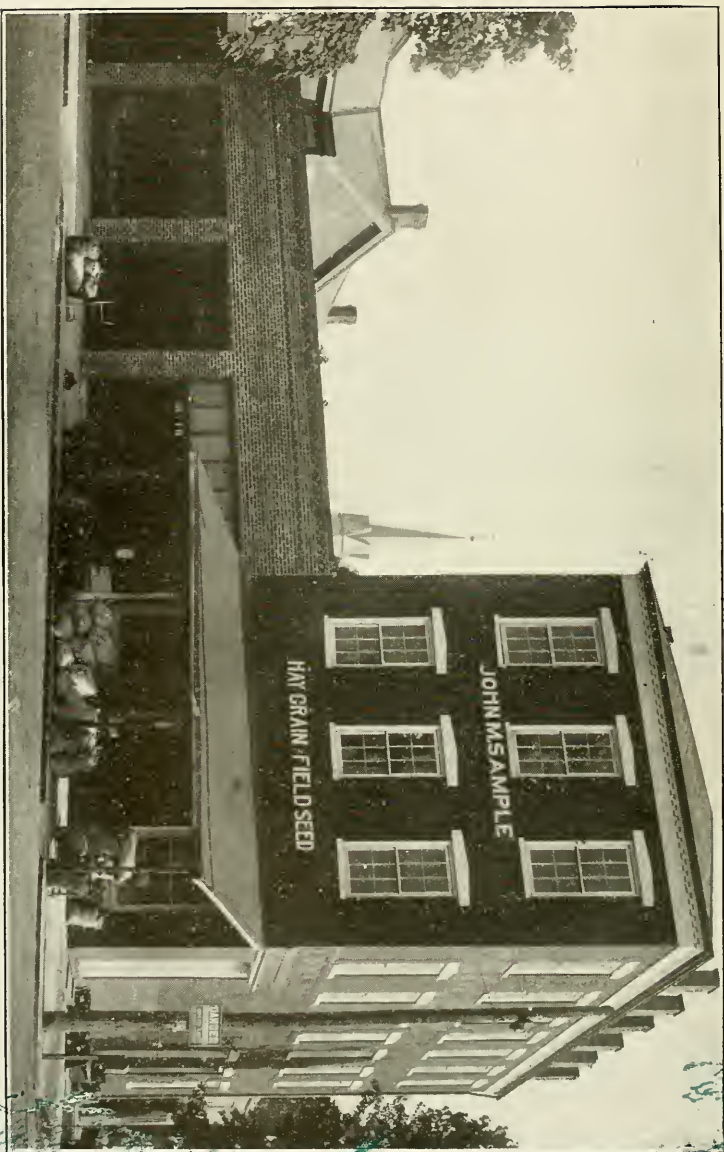
This, and the fact that his heart and mind are wholly in his business, how to improve it and how to make new customers by pleasing old ones, are the great secret of his success, starting in a small room, but now occupying two commodious buildings down on West street, in his growing business.

Tourists as well as home folks in need of his services will find it to their profit as well as pleasure to give him a call. Call once and you'll call again.

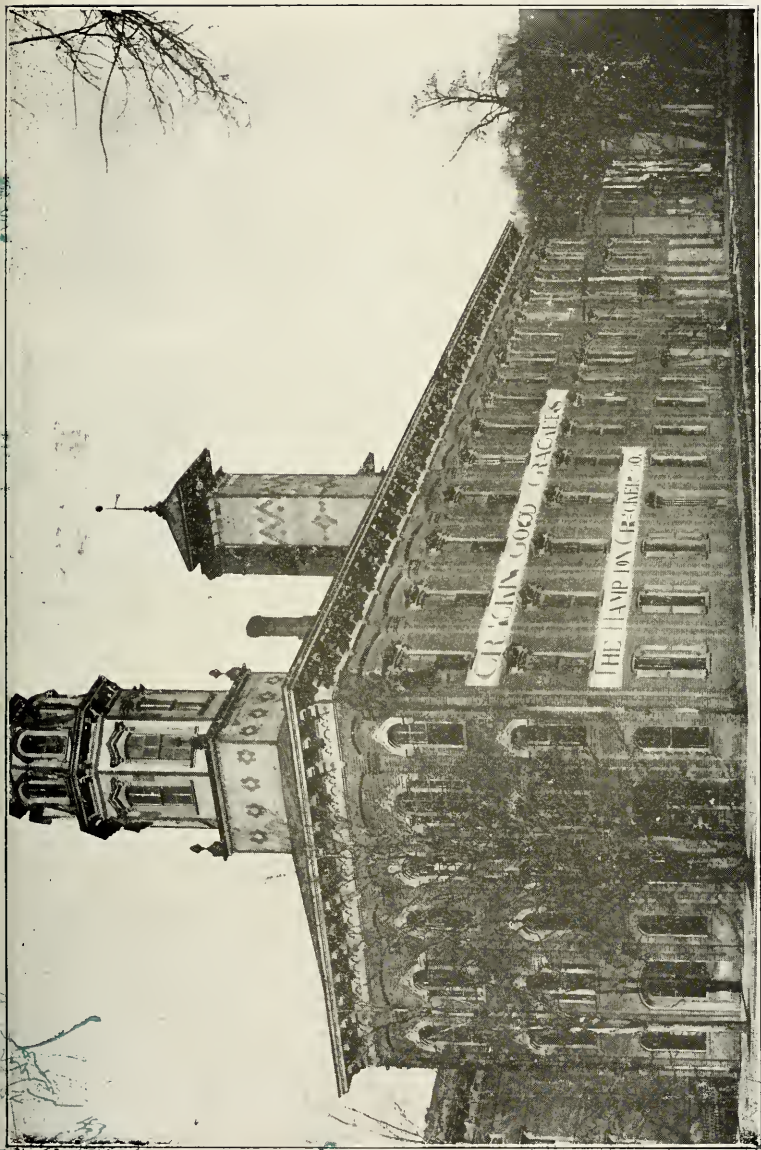
Unlike most of the business houses of this character, Mr. Mountjoy is thoroughly prepared to do the most intricate cleaning and pressing, having a thorough force of hands who understand the cleaning business, to handle work trusted with him. As a result, an old soiled suit of clothes trusted to him will be returned, cleaned and pressed, and like new, saving the owner many dollars, and a new Sunday suit in appearance each week of your life.

And what is most satisfactory when you leave a suit to be cleaned and delivered on a certain day you are never disappointed when that day rolls around. In fact you will never regret trusting Mr. Mountjoy with your work in his line. He strives to do the impossible, "please everybody."

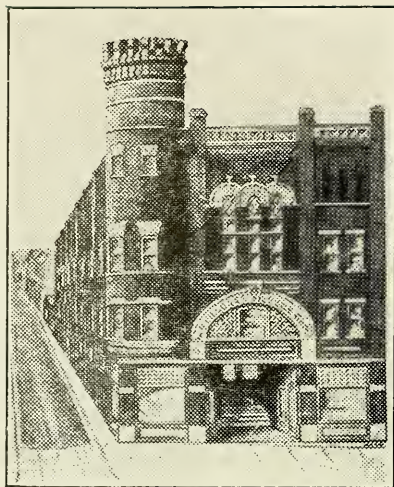




JOHN M. SAMPLE, HAY, GRAIN AND FIELD SEEDS; WHOLESALE & RETAIL E. MAIN ST.



HAMPTON CRACKER FACTORY, THE HOME OF "CRACKIN' GOOD CRACKERS".

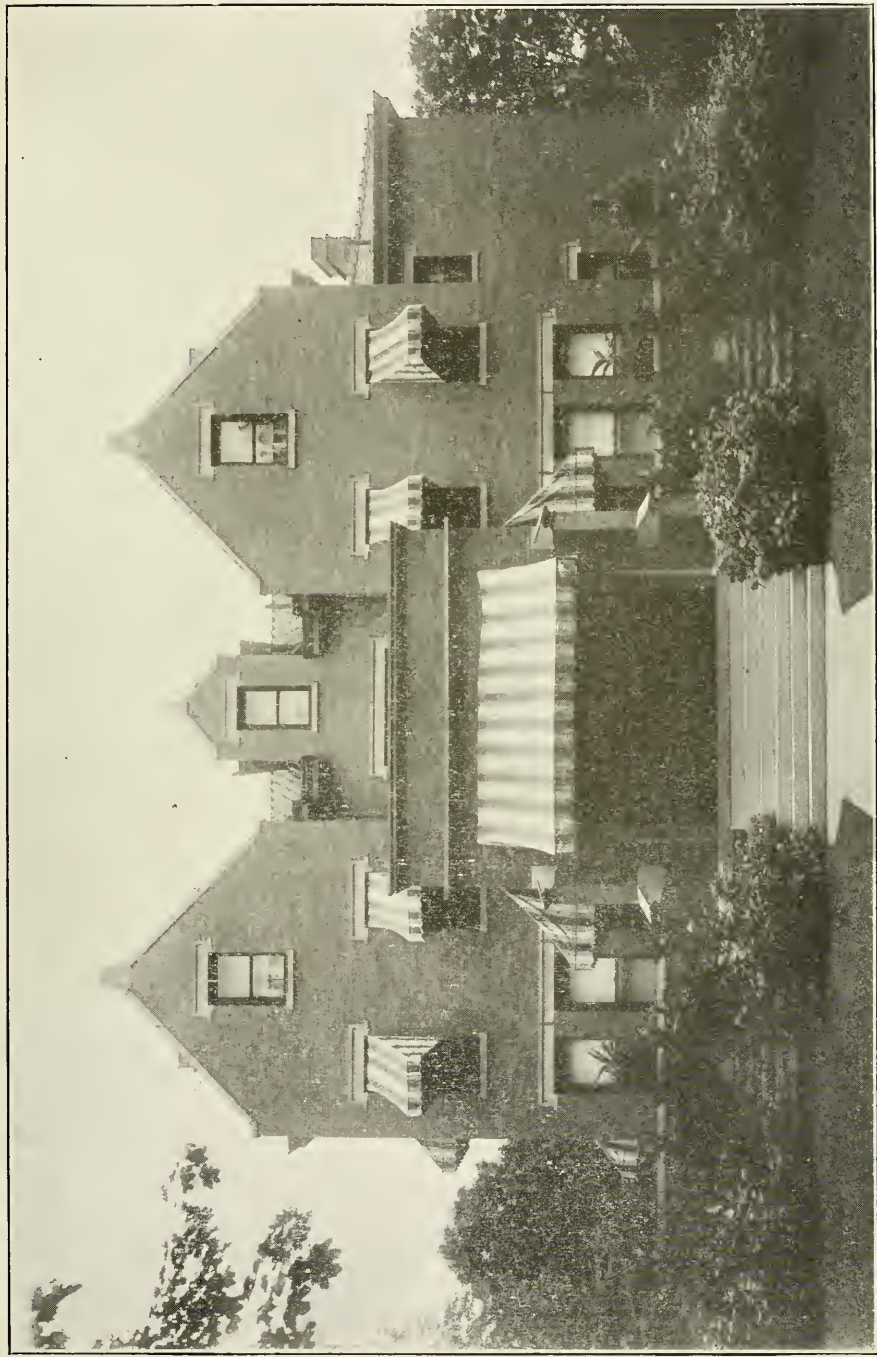


FRED SCHNEIDER

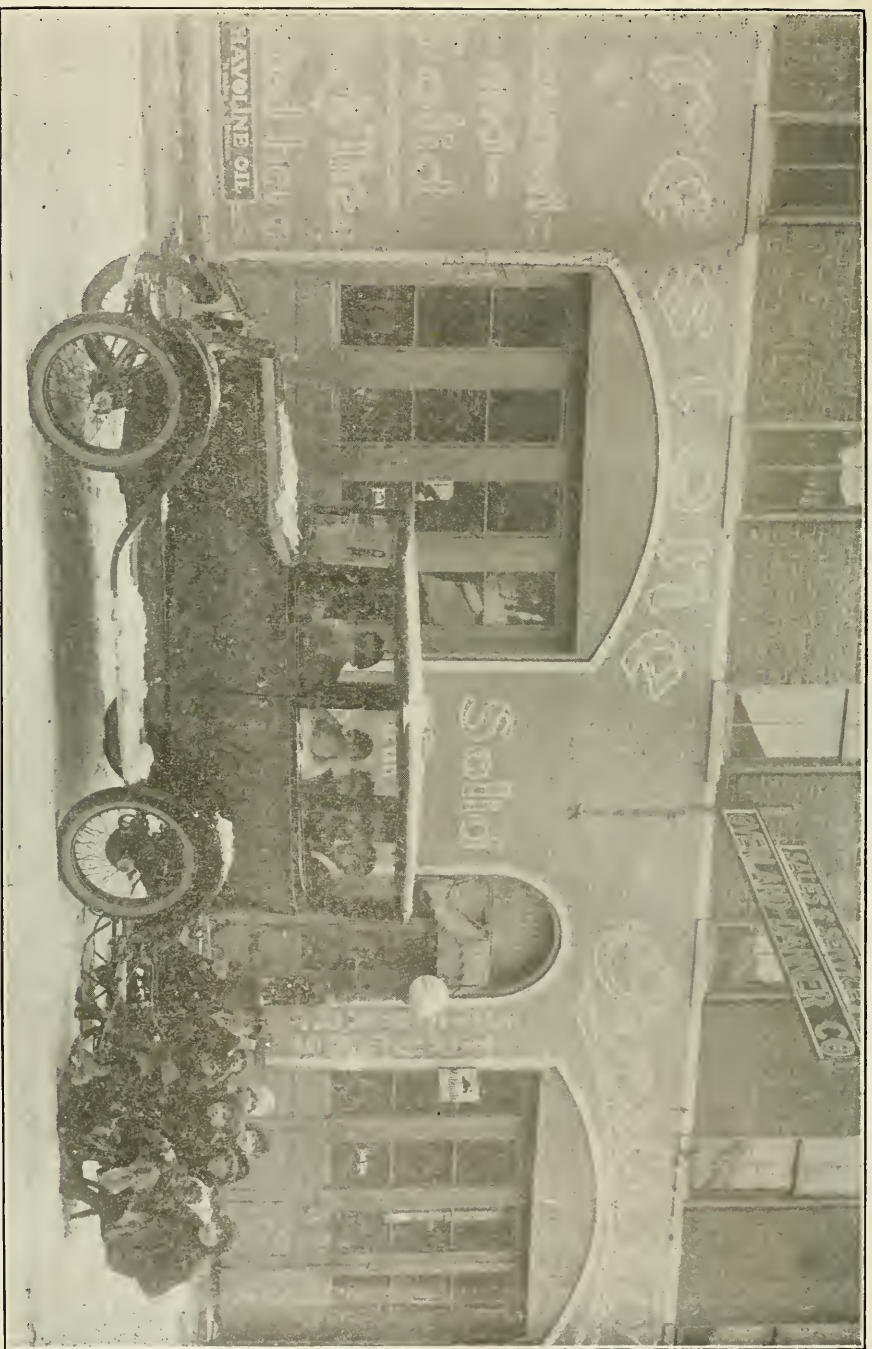
FURNITURE AND UNDERTAKING

The furniture store and undertaking establishment of Mr. Fred Schneider, which occupies the ground floor of the above building, one of the finest architecturally designed in the city, the K. of P. Building, is one of Madison's leading establishments in their line. Mr. Schneider, the proprietor, has the credit of being a self made business man, having worked his way up in the other undertaking and furniture stores of the city and finally opening out one of the finest establishments in his line in Southern Indiana. A gentleman with whom it is a pleasure to deal, or consult, affable, polite, as well as a shrewd business man, it is a pleasure to enter his store, whether a customer or not. If you are not, then you will be. His lines are complete, his service without superior, polite, but plain, he is a gentleman whom it is a pleasure to meet. Hence his business success.





RESIDENCE OF MRS. EDWARD E. POWELL, WEST MAIN ST. SITE OF FAMOUS POWELL HOMESTEAD



OVERLAND DANNER CO. GARAGE AND SALES ROOM
Overland and Willis K night Cars and General Auto Repairing Day and Night. Oldest in the City



OFFICERS OF THE OLD SETTLERS ASSOCIATION, AT NEVILS GROVE



CHAIN MILL FALLS FROM ABOVE. FAMOUS PIONEER SITE, SOUTH OF HANOVER



RIEDEL BROTHERS

WILLIAM G. RIEDEL and ERNEST M. RIEDEL

This is one of Madison's old established iron and hardware stores, dating back to 1854, and continuously operated since. It was established by W. C. Weyer and Maxwell in that year, and for years operated as one of the leading stores of its kind in the west. Later it was sold to the late J. C. Weyer, who later associated with him Edward E. Powell, late president of the National Branch bank; his brother, William Powell, also president of the above bank until his death; Edward P. Weyer and William P. Godman. Twenty-nine years ago the store again changed hands, the Hargan Brothers purchasing same and operating it under the firm name of Hargan & Co. Later, Harry M. Hargan became sole owner of the store, who continued to operate same until February 1, 1920, when the business and store was purchased by the Riedel Brothers, the present owners.

Their specialties are hardware, farm implements, paints and oils, electric supplies, auto accessories, bee supplies, iron and steel, wire fence and gates. They are also agents for the DeLaval Separator and Thor electric washing machines and irons.

This is one of the leading stores of its kind in the state, and the proprietors, men whom it is a pleasure to do business with, be you stranger or native.



N. HORUFF & SONS.

Another of the mammoth dry goods stores on Main street is the N. Horuff & Sons store, corner Main and Jefferson streets. This dry goods and house furnishing emporium started by the father of the present proprietors, the late Nicholas Horuff, nearly forty years ago, is doubtless unsurpassed in its line in any city of its size in the state. The old founder had served his life's apprenticeship in the business, first as a boy, then as a clerk, later as a member of the prominent drygoods firm, later proprietor of a similar store and finally the opening with his sons of the present magnificent store. Unsurpassed in the state today the old proprietor's three sons, with the oldest, William Horuff, at their head, continue the principles of the honest, but careful old founder and as a result continue the confidence given by the public to their honored father.

Handling as they do the leading brands of drygoods, and household novelties and ladies wear, each season one of the firm visits New York and other commercial centers and there replenish their stock of the leading brands of the country, thus offering to their customers the latest and up-to-date goods in their line, guaranteeing quality and latest fashionable effects. They constantly employ a force of clerks, ladies and gentlemen, whose aim is to courteously serve the public, that above all being demanded by the proprietors.

No one entering their store is permitted to leave disappointed; if they do not find just what is wanted they are courteously requested to call again, first having used every courteous end to please, and if possible to supply the customer's wants.

William Horuff, the senior member of the firm, is a member of the board of directors of the First National Bank, of this city, a position his father long held before his passing away.

It is a pleasure to take a walk through their big stores, note the vast amount of goods of every variety, from the every day wear down to the finest of furs or broadcloth, or finest of silk wear for the ladies.



THE JOHNSON FOUNDRY AND MACHINE SHOPS.

One of Madison's oldest and leading institutions, dates back more than forty years, and with constant growing usefulness and prosperity. Its founder was Charles R. Johnson, Sr., who shortly after the civil war was a journeyman with U. B. Stribling and I. N. Todd, two prominent capitalists and mechanics of this city, operating a machine shop on the corner opposite the present McKim Cochran furniture factory on West 2nd street. During the seventies of the last century, they closed their business, Mr. Stribling becoming a part owner of the Indiana Foundry, and Mr. Todd retiring from active business, but connected with the Madison Gas Company. Mr. Charles R. Johnson, Sr., then started the present Johnson foundry, and with his son, who is now the proprietor, the father having passed away, have built up one of the finest businesses in their line in the state. Their business, especially in general repair work and general casting, has become widely known the county over, requiring a large force of hands. Recently automobile repairing has become a part of their business and occupies a large building by itself. Job work, in the nature of brazing, castings, farm implement repairing and in fact general repair work has kept the firm busy for years and their business growing. Charles R. Johnson, Sr., before his death, obtained a long contract for operation of the city pumping station, putting in new engines and pumping machinery for the city. The son, the present proprietor, continues the contract, and satisfactorily to the citizens.

Located near the foot of West street, their foundry and machine shops are in constant daily operation and all work assigned to them receives the care that gives full confidence to the public.

Work from surrounding states, as well as home work, keeps the shops busy, and the public has learned they will get here what they pay for.

The proprietor owns and lives in one of the prettiest modern built homes in the city, located on Broadway and Second street where their wide circle of friends are always welcome, and frequently congregate.



CHARLES H. FISCHER

Dealer in and manufacturer of carriages, wagons, autos and other wheeled implements. This is one of the oldest, if not the oldest carriage factory in the state, established in Madison many years ago, and notwithstanding the coming of the automobile, driving the horse conveyed carriages largely to the wall, the business of this firm has never declined; thus showing the superiority of their goods as well as the popularity of the firm.

But instead of declining, the automobile has caused the business to expand. Now automobile repairing and supplying new parts, auto painting, etc., has become a leading feature in their work. Old cars are made new from the ground up, and at much less than the cost of a new car.

Another thing to be considered in their favor, they are an old established house, with many years of experience, thoroughly understanding their business, and of known ability and honesty, and who will not overcharge a patron.

If there is anything the matter with your car or carriage, consult them. You will find it economy to do so. Their word can always be relied on.



GEORGE FRANK, GROCER

Mr. Frank is one of Madison's leading business men and largely connected with the business interests of the city. He is a director in one of the several Building and Loan Associations that have done much for Madison in both a business way and in the building up of Madison, fully one-half of the property owners having become owners through the influence of these financial and savings institutions.

As a merchant he stands high, and conducts one of the leading grocery stores of the city, in fact, the leading store in his section of the city. Here you can find every article usually found in a first class family grocery store; and what is better, those who patronize the store know positively they will be dealt with fair and only first class goods will be served them.

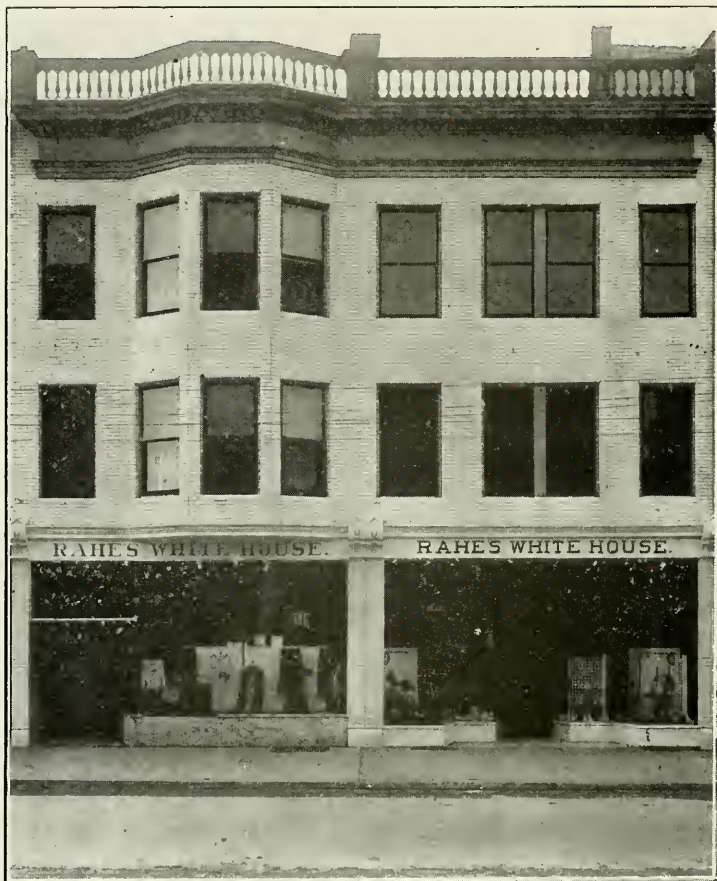
It's a pleasure to enter his store, for Mr. Frank and his assistants always meet you with a smile; and smiles goes a long way in this life of ours.

WILLIAM ROBERTS & CO.

Wholesale and retail dealers in candies, nuts and fruits. Assisted by Mr. James Temperly and office force. Mr. Roberts has built up one of the leading fruit, nut and candy businesses in this section of the state. Employing traveling salesmen all over this section of Indiana, and Northern Kentucky, the demand for his goods has grown into an enormous business, started a number of years ago on a small scale.

Fair dealing, good goods and honest measure and prompt delivery has given the firm a reputation that has made it one of the leading and growing businesses in Madison; and what is of great importance, Mr. Roberts is a sociable gentleman it is a pleasure to deal with; likewise those who are his assistants.





RAHE'S WHITE HOUSE

Dry Goods and Notions, Ladies' and Childrens' Ready-to-wear and also an
Up-to-the-minute Shoe Department in Connection



LEVI DANNER

GROCER

The old reliable East End Grocery Store, known and honored with the patronage of the neighborhood for the past 23 years. Mr. Danner is one of Madison's leading business men, his trade growing from a small beginning to the present fine store where everything in the grocery line can be found. His word is his bond. Think what it means to a community to have in its midst a store to provide our daily wants, and never fails, lies or deceives you. Such is the record of the Danner grocery. Here ask and you shall receive—just what you ask for; and no overcharges.

THE NEW YORK MILLINERY STORE

This store was founded by Mrs. J. R. Robinson, who then owned and operated a millinery store in North Vernon. Moving to Madison she confined her business efforts to this city. A refined lady and a thorough business woman, and long in the millinery business, she soon built up a fine trade in Madison.

Later, her husband dying, she retired from her business, turned it over to her two assistants, the Misses Griffith, and moved to New York City.

Since her retirement from the business the Misses Griffith have built the business up and established a reputation for fine millinery work, unsurpassed. Customers find their work of the best and courtesy one of their strong capitalistic features.

Once a customer, always a patron, is their motto. Lady readers of this book, be they residents, visitors or tourists passing through, will find it a pleasure to do business with these ladies.





N. T. DRAKE

MUSICAL INSTRUMENT DEALER

Mr. N. T. Drake, now in his 47th year at the same old stand, handles, and is agent for, the leading brands of musical instruments in the market. Among them the famous Wellington piano, manufactured and guaranteed by the Cable Company, Chicago, world's greatest manufacturers of pianos and inner-player pianos. Mr. Drake is also agent for the famous Culbransen Player piano. Also the Columbia Records that will give you all the up-to-date musical pieces for your Graphanola, no matter what its make.

Here's a fox trot double that acts as a golden key to Danceland. "Wabash Blues" is a sort of dance cocktail possessing the kind of melody that makes you want to dance until you drop—with a dash of the "Sailor's Hornpipe" and the quartette from "Rigoletto" for good measure.

"Tuck Me to Sleep (In My Old Kentucky Home)" is an equally fascinating tune, introducing Sweet Cookie.

"Ten Little Fingers and Ten Little Toes (Down in Tennessee)" has turned out to be a quick hit and a big one. It is now being sung and played all over the country.

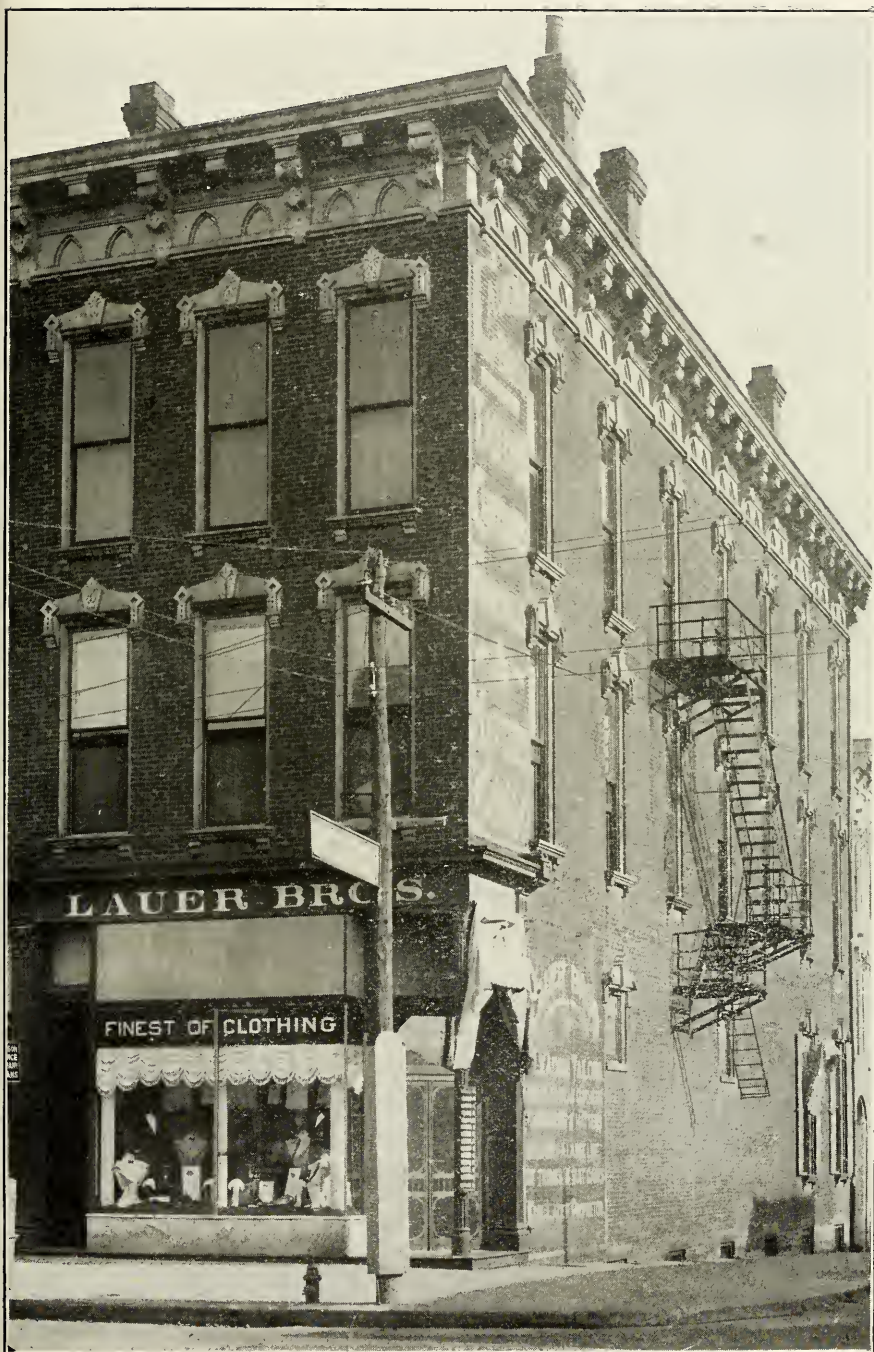
"Everybody Step" is one of the choice bits from Irving Berlin's "Music Box Revue."

"Ten Little Fingers and Ten Little Toes (Down in Tennessee)," fox trot. "Everybody Step" from "The Music Box Revue." Fox trot. Ted Lewis and his band.

It is easy to determine how Kentucky Home comes by its name. It is a cleverly syncopated version of "My Old Kentucky Home." Mr. Drake can tell you.

Forty-seven years in the business, Mr. Drake and his lady assistant, his daughter, are prepared to supply any record, song or musical instrument in the market; and his terms are noted as reasonable and his guarantee a real one, not artificial. His music rooms are among the finest in Southern Indiana, and not surpassed even in the large cities, and are located on the ground floor of the Masonic Temple building.



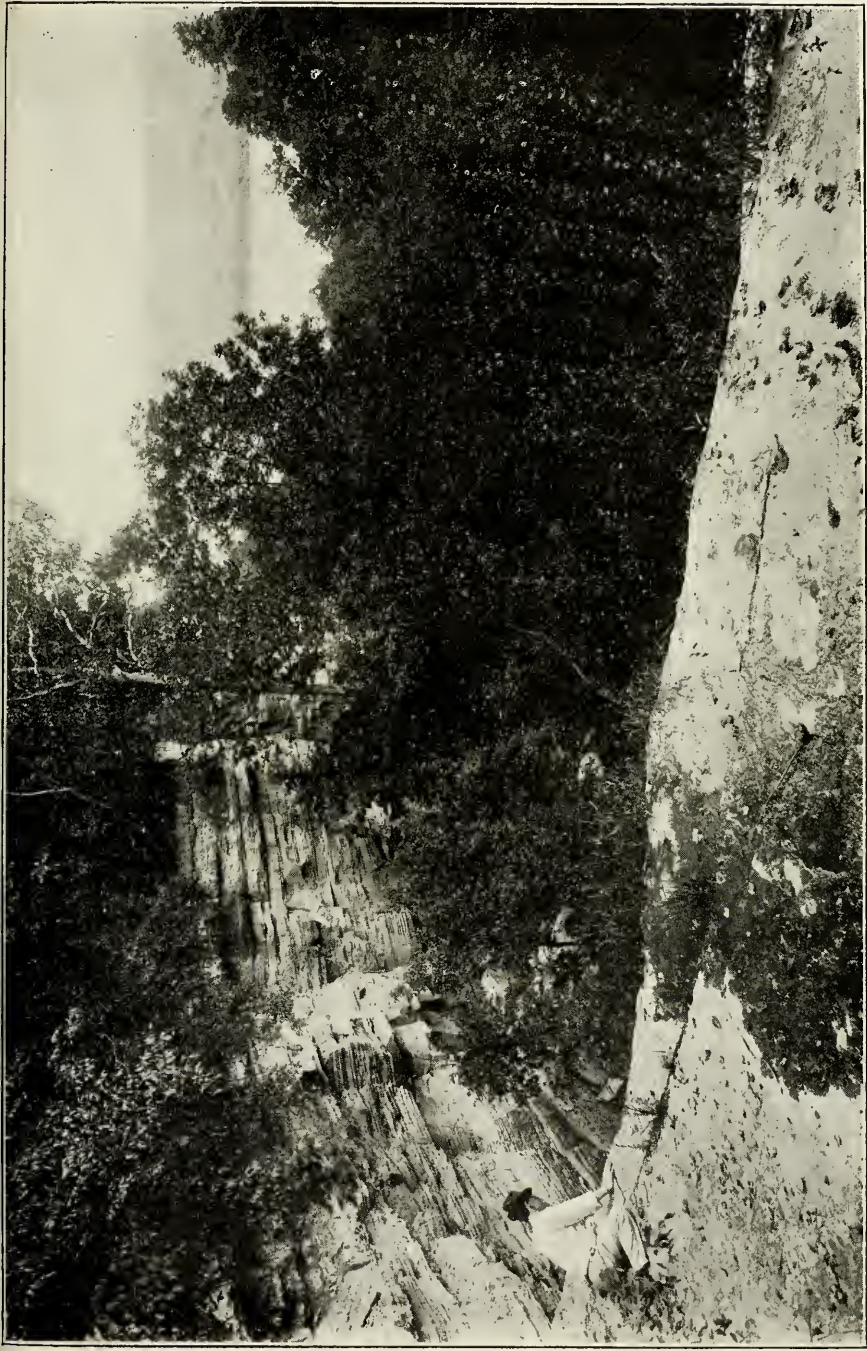




McKIM-COCHRAN FURNITURE FACTORY

One of the Oldest Leading Household Furniture Factories in the State. J. R. Colgate

A. M. Graham



HEART'S FALLS, FROM ABOVE, IN SALUDA TOWNSHIP, OHIO RIVER IN BACKGROUND

BIG CEDAR CLIFF, OVERLOOKING THE OHIO, EAST OF THE CITY



COFIELD & BARBER

Cofield & Barber, proprietors of the old Hargan Wholesale Grocery stand on Main and Mulberry streets, operate the leading wholesale grocery in Madison, or in Southern Indiana. This store was operated successfully for many years by Mr. James Hargan, and after his death by his son, George Hargan, who sold out to the present proprietors. The latter have greatly added to the extent of the stock and storage rooms and now operate the leading store of the kind in Southern Indiana. All week long line or auto trucks is seen loading and leaving for surrounding towns and country stores with supplies, or returning for same to this store.

Both proprietors are comparatively young men, and they have thrown young blood into the business, bringing it up to the equal of any similar store in the state, and all by good management, honest dealing and courteous manners and address.

The store carries a full line of all goods in their line and care is seen that good delivery is made on all orders, and that only first class goods are sent out.

In fact the store is operated on fair dealing and honest measure and courteous attention to business, and as such is known in the business world in this section.



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THE K. AND B. STORE

Gents and boys clothing and ladies and gents shoes. The old Deahler Clothing Stand, corner Main and Poplar streets. The K. & B. proprietors have opened up in this old favorite stand one of the leading gents and boys clothing and shoe stores in the city, handling both gents and ladies shoes of the latest brands and best quality. Well located for business in those lines, and on one of Madison's best business blocks, the store, though new, but on an old popular corner, is apparently reaping its share of prosperity. Good goods, courtesy and attention to customers seems to be one of the proprietors' assets, and that is what brings trade in Madison, as elsewhere. This, combined with first quality goods and unlimited supply to select from is making it a favorite stopping place for the downtown trade, especially, and even the up town trade is seen wandering down that way and into the new store at the old favorite stand.

ROGERS DRUG STORE

One of the old land marks of Madison, and one always found safe to do business with.

Back in the long, long ago the Rogers drug store, owned and operated by W. H. Rogers, the honored and energetic son of an old time physician and surgeon of our city, stood where the new Reed laundry now stands. After Mr. Rogers' death, several years ago, his widow and son continued the business, later purchasing the Hargan drug store, corner Main and West streets, combining the two stores at the latter address, its present location.

To add to its popularity and business, a soda water stand of latest design and a rest room has been added, thus forming a pleasant resort for the citizens to while away an hour sipping the delicious creams and endless drinks that soothes but never intoxicates.

As a result, it is one of the popular evening resorts on Main street.



HARPER'S DRUG STORE

This store is one of the old land marks of Madison: long operated in early days by that good old Baptist leader, J. E. C. F. Harper, humorously known as Alphabet Harper from the numerous initial letters in his name. Later the business was known as Harper & Firth. Mr. Firth, one of Brooksbury's leading citizens and business men, becoming a partner in the business, remaining until his death. The present proprietor, Mr. Frank Harper, nephew of the original proprietor, is one of Madison's leading business men and one it is a pleasure at any time to meet. As a combined result, the old name, the well known long line of courtesy and the knowledge generally that only first class goods and courteous dealing faces the customer who enters the store from the proprietor down to his youngest assistant, has made it one of the leading stores in Southern Indiana and a safe place to have your doctor's prescription filled.

Aside from the courtesy shown to all who enter this store, the proprietor is one of Madison's leading social gentlemen, quiet and unostentatious but a pleasure to meet at his home, on the street or elsewhere.

Mr. Harper handles what is known as the Rexall line of goods, a high grade line, and one fully established as to their high quality, and at prices as well as quality that always bring the customer back again; not to complain, but to renew their order.



OSCAR C. BEAR'S JEWELRY STORE

Among Madison's leading stores of its kind. A well deserved name, for its apparent big business and busy clerks would certainly indicate big business. And judging from an onlooker's standpoint, they are giving their customers their money's worth, else their patronage would not be so great; and we hear no complaint.

Courtesy seems to be one of the assets of this firm. That and their extensive line of jewelry and watches and clocks to select from, has much to do with their success among Madison's leading jewelers.

Judge not a store by its size. Great cities have larger stores, but none better supplied, or with better quality of goods.

OLLIE HOLWAGER'S WEST END GROCERY

Down near the park you'll find our old friend, Mr. Ollie Holwager behind the counter of one of the neatest kept and laid out groceries in any city in the west, and that means from the Ohio river to the Pacific ocean. Ollie's one of Madison's merchants the community swears by. When Mr. Holwager says a thing, for instance, tells you he has the best butter in the city, you know full well it is creamery and guilt edge. His word is his bond. So is his groceries.

And then Ollie always has a smile and a pleasant word to those who enter his store, and that's what has advertised his store more than all the printed ads in the land.

Every housewife in the west end feels confident of getting the best in the market in the grocery line when they enter Mr. Holwager's store. A reputation to bank on, and one that never goes broke. Mr. Holwager is a member of the Madison City Council.



JAMES H. CROZIER

MARBLE YARD

In all Jefferson county, and in fact all southern Indiana, and we doubt not we might include all Indiana, there is not a marble yard better fitted to turn out first class monuments or fine work of any class in stone, than that of James H. Crozier on West Main street.

Mr. Crozier, former mayor of the city, served his time as a boy and young man with his uncle, who first established the marble yard in Madison many years ago. Succeeding his uncle in business at the latter's death, he has built up a reputation in Madison as not only a fine workman and manager, but a leading citizen who has done much for the advancement of our beautiful city. As both city and county official, trusted by the public among whom he grew up and faithfully served, he stands today one of Jefferson county's leading citizens, his business favorably known the state over and far into adjoining states. Always fitted with the latest machinery for turning out fine stone work, he has recently added to his plant a new forge in an enlarged forge room for tool sharpening, a new motor, a rebuilt air compressor, overhead traveling crane in the shop for handling the ponderous blocks of marble; a powerful exhaust fan to remove the dust and bad air from the shop to make the best working conditions for employees.

The Crozier plant has its own polishing department and does its own work of this nature. The rough granite is received, hewn out to size and form in the shop, polished and lettered and carved as required.

Mr. Crozier is now planning, and will soon install, a sand blast which will do the work many times faster and requires only tool work to put on the finishing touches.



THE PEARL BUTTON COMPANY

The Pearl Button Company is one of Madison's valued business industries, employing a large number of hands manufacturing buttons from the muscle shells gathered in the Ohio and other rivers. The business was organized and started here with eastern capital, assisted by stock subscribed to, or rather loaned to, by the city during an effort made by the city to build up her already growing industries, and especially to help develop the muscle shell industry that became a wide industry some 30 or 40 years ago. It has been a paying venture to the city, the money loaned to start the industry here has been well invested, many thousands of dollars having been paid to labor operating the button machinery. The product of the factory is shipped principally east. The principal owner and general manager of the company, Mr. Charles B. Melish, formerly of Cincinnati, became a valued resident of our city when the plant was established here and still continues to take a wide interest in city affairs.

M. ERNST & CO.

One of Madison's leading Millinery establishments.

An old established firm and where value for the patron's money is always rendered. A full line of wools, D. M. C. cottons and embroidery silks to select from always on hand. Ladies always welcome whether patrons or not. And if not you will be. Here you will find the very latest designs in New York and Paris millinery to select from, and courteous lady assistants to wait on you.



GLASS' CONFECTIONERY.

A store known from coast to coast; tested and never found wanting. Here's where the tourist as well as the citizen while an idle hour away, supping and enjoying the most delicious drinks since and befort prohibition became a law. Here you drink but ne'er get drunk, or go home and beat your wife and children. You bring the family with you and enjoy the most delicious beverages known in the mixer's art.

This house was at first opened in 1845, and has since been catering to the public taste. In addition to serving all kinds of popular drinks, they are candy makers to the world, and ship their celebrated Fish Candies from Maine to California, tourists even taking a supply of these pure, sweet delicacies on their European tours.

Mrs. Frederick Glass, the proprietress, and Mr. Robert, her son, the general manager, cater to the best class of citizens, and their parlors are filled to overflowing of evenings and during the heated day. Tourists will find the best drinks and ices here, and you'll never leave and go home except to give the house a good name. Its service is built on that plan. If the president came to Madison, here's where you would find him after business hours, just as you find the noted men of our own favored state, and just as you will find our own best local citizens with their families in the warm summer evenings, cooling off with their favorite beverage that never intoxicates, but soothes; as well as the visitor who seeks something to cool his fevered lips in the summer, or to warm his inwards during the cold nights, and without the sin or danger of injuring their stomach or breaking the government's prohibition laws.

Of such you will find at Glass'.



ROBERT BENSON

LUMBER DEALER

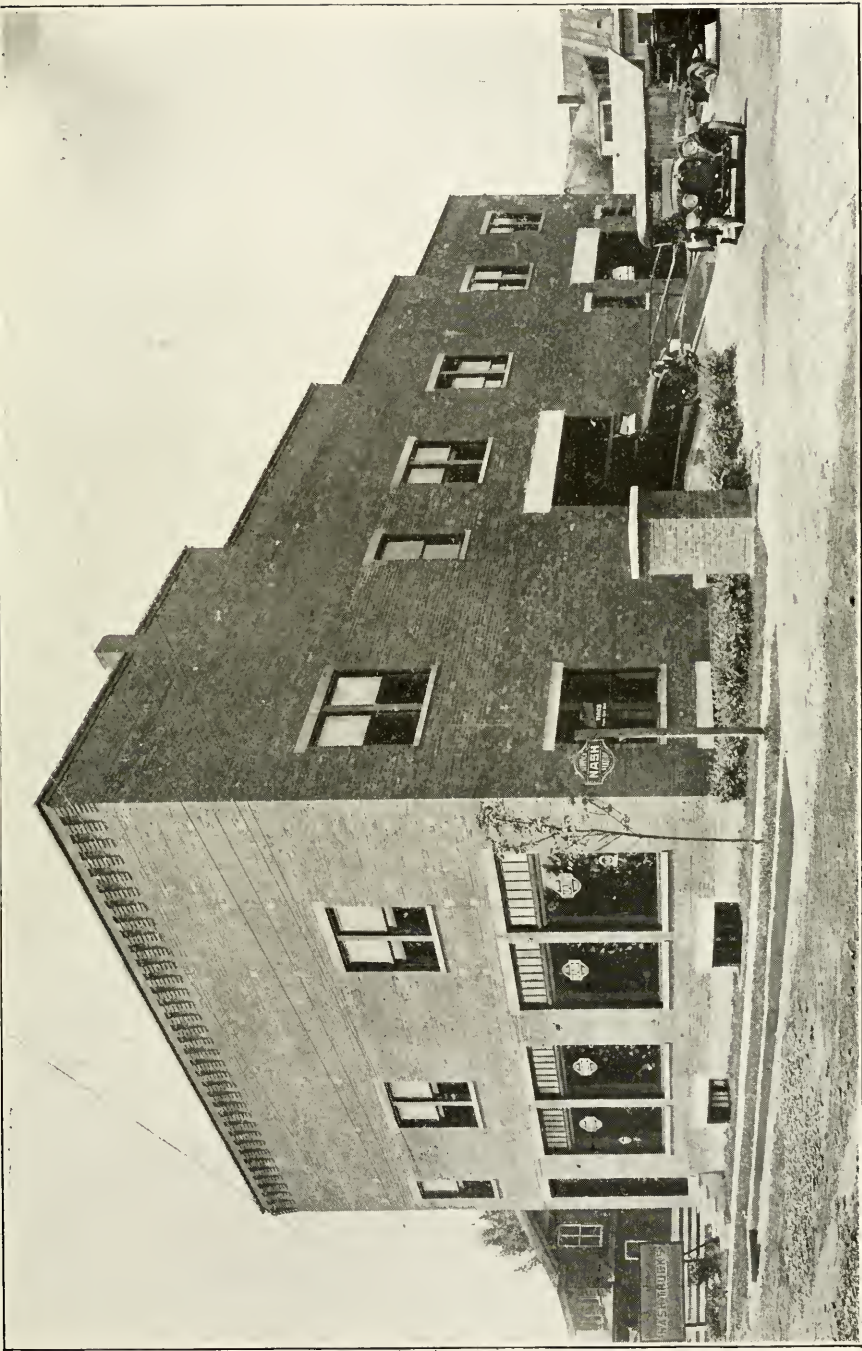
Mr. Benson is one of Madison's old time contracting carpenters and lumber dealers, operating a large wholesale and retail lumber yard on West Main street, and also an office and lumber yard on West Second street. Mr. Benson is one of those self made men, who from boyhood up in our midst, has risen from a journeyman carpenter and builder up to one of the leading wealthy wholesale lumber dealers and contractors in the city.

At his two yards in the west end he is prepared to furnish building material of all kinds, and then take the contract and build the structure for his purchasing customer.

A lifelong resident of Madison, he is known all over this section of the state, his work standing as a guarantee of good workmanship and fair dealing.

Mr. Benson is one of Jefferson county's large property holders, a self made man, and one it is a pleasure to do business with. He is generally to be found, if not out on contract work, at his office on West Second street.





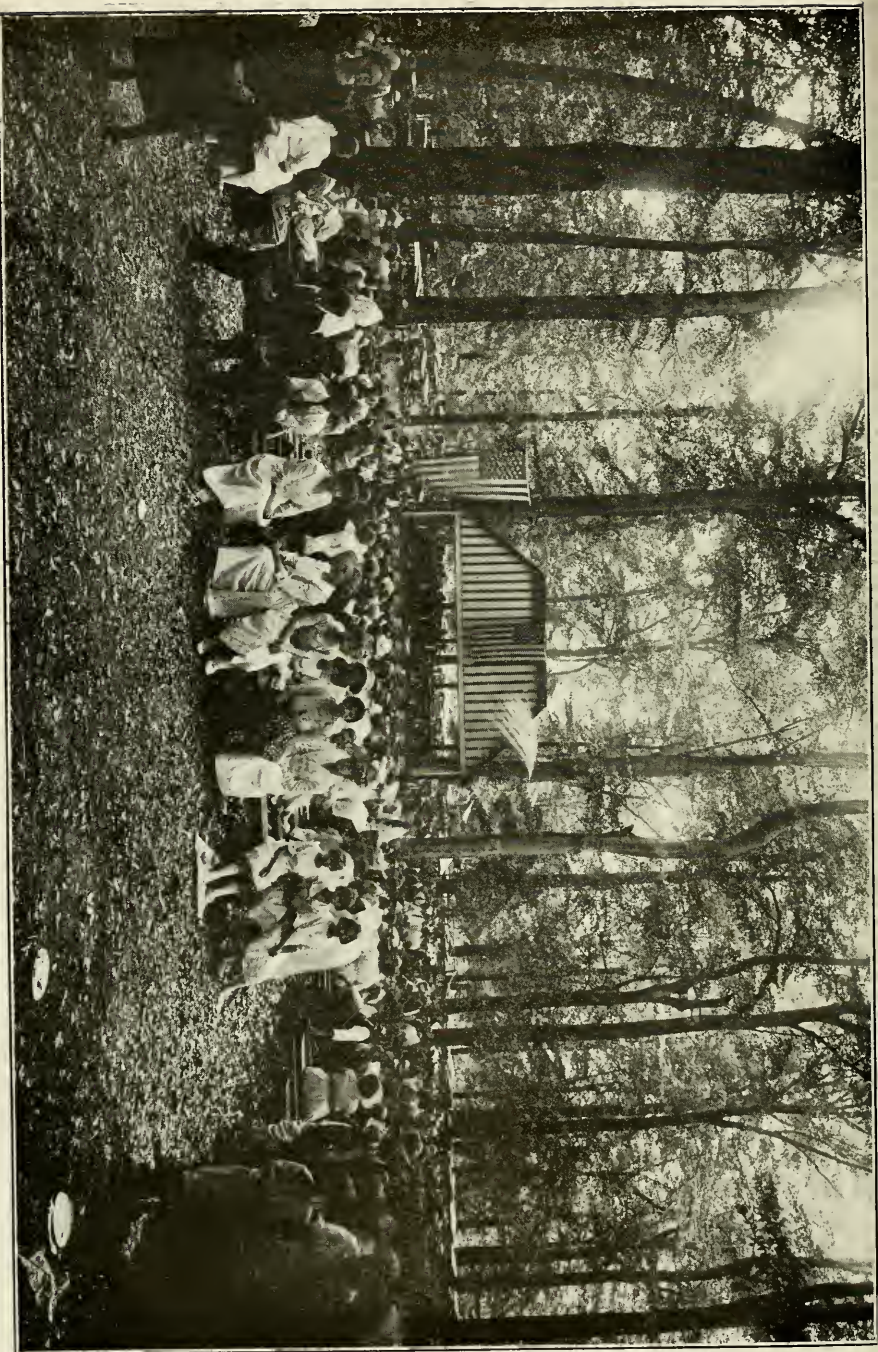
OFFICE AND GARAGE YUNKER-NASH MOTOR CO. DISTRIBUTORS FAMOUS NASH TRUCKS AND CARS, NORTH MULBERRY STREET



J. P. MADDOX CO. FAMOUS FORD GARAGE
Second St. between West and Mulberry. Service Day and Night



ONE OF THE MAMMOTH WAREHOUSES OF SULZER BROS., ROOT AND DRUG EXPORTERS.
OFFICE, SOUTH MULBERRY STREET



NEVILLS GROVE. OLD SETTLERS MEETING IN SESSION, ON DEPUTY PIKE, NEAR VOLGA

JOHN KNOEBEL & SON

One of Madison's leading clothing and gents' furnishing stores that is always up-to-date in the goods they handle and the work they turn out, is that of John Knoebel & Son, Alois R. Knoebel.

Though this store has been in existence but about eleven years, its proprietor has served his time from boyhood up in similar stores and his son likewise, thus enabling them to stock their store with the best the country affords and with goods thoroughly up-to-date. For years Mr. Knoebel, Sr., was the head clerk in Deahler's clothing store and numbers his friends by the number of people he has met and done business with.

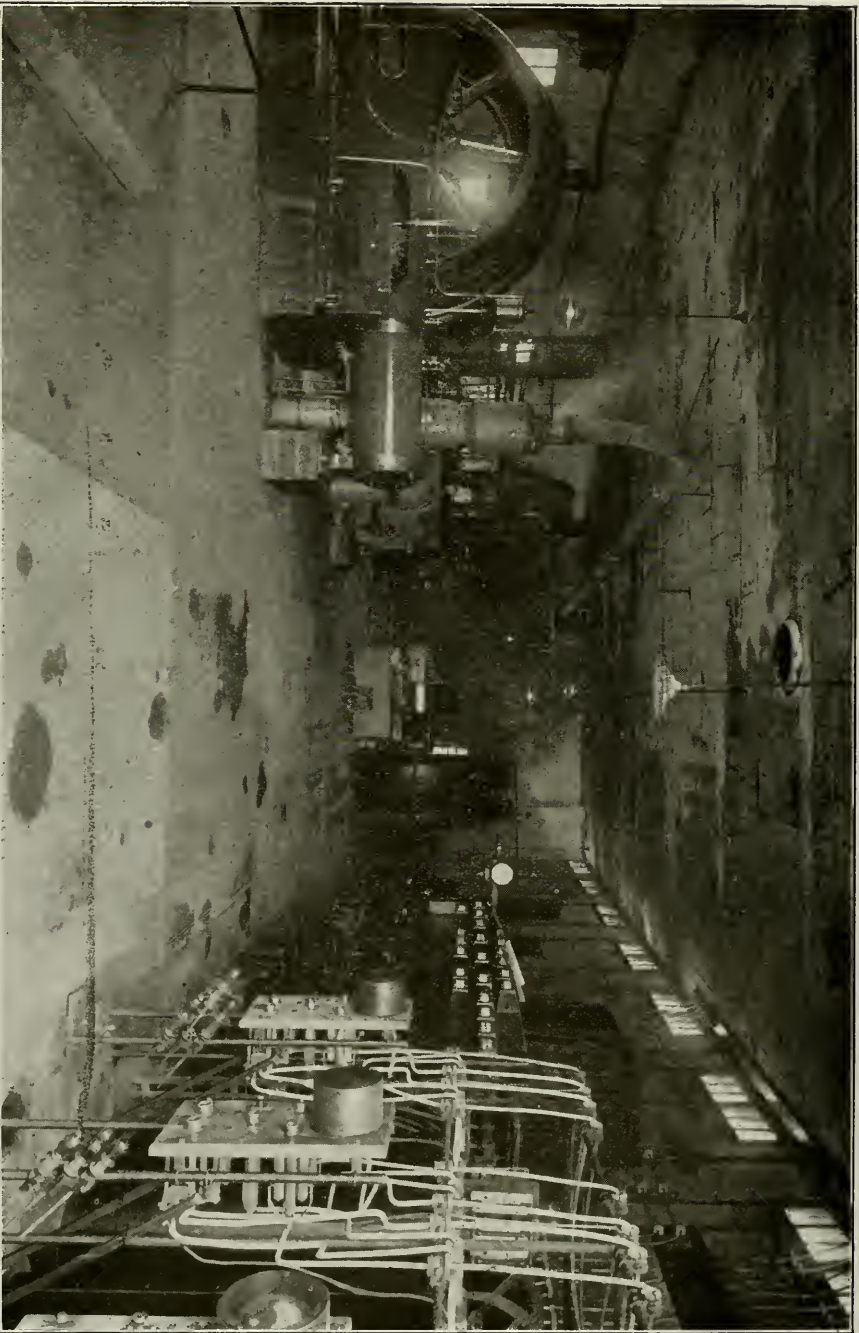
Entering their fine store the customer is courteously shown the goods in stock he is looking for, and all information relating to same explained, leaving the customer the better prepared to choose for himself the clothes he is seeking. An order taken, a tailor of years experience in gents' clothing takes the measure, and your suit is ready in the shortest possible time, and a fit to your satisfaction is guaranteed or no sale.

One of the assets of this firm is courtesy. They study your wants and needs, and their shelves are filled with goods of the latest designs to choose from, either ready made or the cloth to make the suit.

A member of the firm visits the great cities of the East each season and there selects the goods of the very latest designs in gentlemen's wear. Their prices are always reasonable; and their goods warranted in every respect. It is the pride of this house to satisfy. Living up to the old adage: "Once a customer, always a customer, and a friend."

The firm handles the famous Hart Schaffner & Marx clothing; Stetson hats that all gentlemen demand, and Manhattan shirts, the shirt that always pleases and never offends good taste or comfort, and at reasonable price.

Interior View of Madison Light and Power Co's. Plant, one of the First Electric Lighting Plants in the West





CLARENCE J. H. ISLES

BIG FARM MACHINERY STORE

This is another of Madison's old time business stands, in continued existence for over three-quarters of a century and in the same old stand, down on West street, but greatly enlarged, now requiring two large buildings to hold his greatly increasing stock.

He is agent for the leading binders, mowers, manure spreaders, plows, harrows and every conceivable article used and demanded to make the farmer's life and work easier, healthier and more profitable. In fact it is the machinery this firm handles that enables the farmer to live like other people; go to bed at a reasonable hour, working 9 hours a day instead of 18 as of yore; that enables him to ride in his auto beside the banker if he desires and to promptly pay his debts as his crops mature.

And when in the field, using the machinery Mr. H isle handles, the farmer almost invariably rides instead of walking as of yore.

Such is the machinery Mr. H isle handles; and his prices are reasonable, and his word bankable as the community has discovered. If you want any article needed on the farm, consult him. He can supply you and give satisfaction, and we are not writing this as a puff, but from full knowledge.

And autoists, if in need of any repairs for your machine, consult him; you will thank us for the advice.

Need a new furnace in your house? Captain H isle has the very latest and said to be the best pipeless furnace. Consult him and be glad.

If you want a reaper, a threshing machine, a farm engine, a stacker or a patent crib or any article needed on the farm, Capt. H isle can supply you; and remember, this is no dictated add., but written from personal knowledge by the author of this book just as all other mention of our business men and business houses herein are.



W. H. ANGER, STOVES AND TINWARE
Latest Designs in Heating and Cook Stoves, Handsome as well as Serviceable

VAILS' STORE.

One of the oldest, if not the oldest, established business in the city of Madison. We doubt if there is an older one in the same line in the state. In 1839 Mr. Cornelius Vail opened up business as a funeral director and furniture dealer here. Madison was then a flourishing town, but Indianapolis still in its swaddling clothes. Up to the old proprietor's death a few years ago, local history showed Mr. Vail had laid away more people in their last earthly resting place than any other man in the state, and more than all other undertakers in the city combined. His reputation as a funeral director was therefore wide.

Assisted by his son, George Vail, the business as a local furniture emporium continued the store becoming one of the leading furniture stores in the state.

When the two grandsons, Frank and Harry Vail, brought up in the business from their school days, took hold, new features were added. Mr. Frank is a well known and efficient musician, leader of the Elks Band, the finest band in Southern Indiana, if not in the entire state. The Vails have always prided themselves in having on exhibition the finest and very latest up-to-date furniture on sale as well as the Victrola line. The house carries a large assortment of the very latest designs in furniture, carpets and floor covering.

"What have they on exhibition in Vails window?" is a question daily asked.

Their undertaking business continues to grow and prosper, as not only Madisonians die, but hundreds of former residents whose remains are returned here for burial beside their relative long since passed away, have left it in their will to have Vail lay them away.

If you need anything in Vails' line you will find their eleven floors, filled from cellar to garret, packed with furniture of every modern design, including the very latest designs in floor covering.

This firm is the sole local agent for Hoosier Kitchen Cabinets, Victrolas, Globe Wernicke sectional book cases and Way Sagless bed springs.



BEAUTIFUL HOME OF M. F. TENNIS, MANAGER OF
MADISON LIGHT AND POWER CO.

HEN AND BEN

THE GOOD SHOE MEN

On East Main street, across from Temple Hall,
Their name sounds phonetic, business and all.

Which is Ben? And which is Hen?
You scarce know one from t'other,
You take a look at Hen, and then
You're sure that Ben's his brother.
You buy a pair of shoes from Hen,
Or maybe from his brother,
You'll patronize that same store when
There old; you need another.
Then when in need of nobby shoes,
Or aught that's made of leather,
See Hen and Ben, and let them choose
Footwear to fit the weather.

LYTLE & GANS

EXCLUSIVE FUNERAL DIRECTORS

Messrs. Lytle & Gans have opened up in the old Dehler block on West Main street a real modern, up-to-date undertaking establishment with every modern arrangement for comfort, convenience and privacy attached.

You enter a beautifully arranged office facing Main street, where a lady attendant is in charge. Immediately to the rear is a large assembly room, accommodating quite a large audience in case of public funerals and fitted in latest style of Roman architecture. To the rear of this assembly room, on the left, is a small slumber room where the dead can lie in state, and where funerals can be held in privacy, attended by the friends of the dead alone, and beautifully decorated and fitted for the august occasion.

To the rear of the assembly room on the right is the work and preparation room where bodies are prepared for the last sad rites and funeral. A lady is always in attendance to see to the comfort and privacy of ladies either at funerals or as callers on business.

Mr. Lytle, at the head of the firm, has had ten years of experience managing and conducting funerals for one of Madison's local funeral establishments and like his partner, is a gentleman of correct habits, and thoroughly understands the modern idea of conducting funerals, of easing sorrow and pain on the solemn occasion of the laying away of our departed friends.

Messrs. Lytle and Gans will make the conducting of funerals and the laying away of the dead their exclusive business, devoting their entire time to the business.

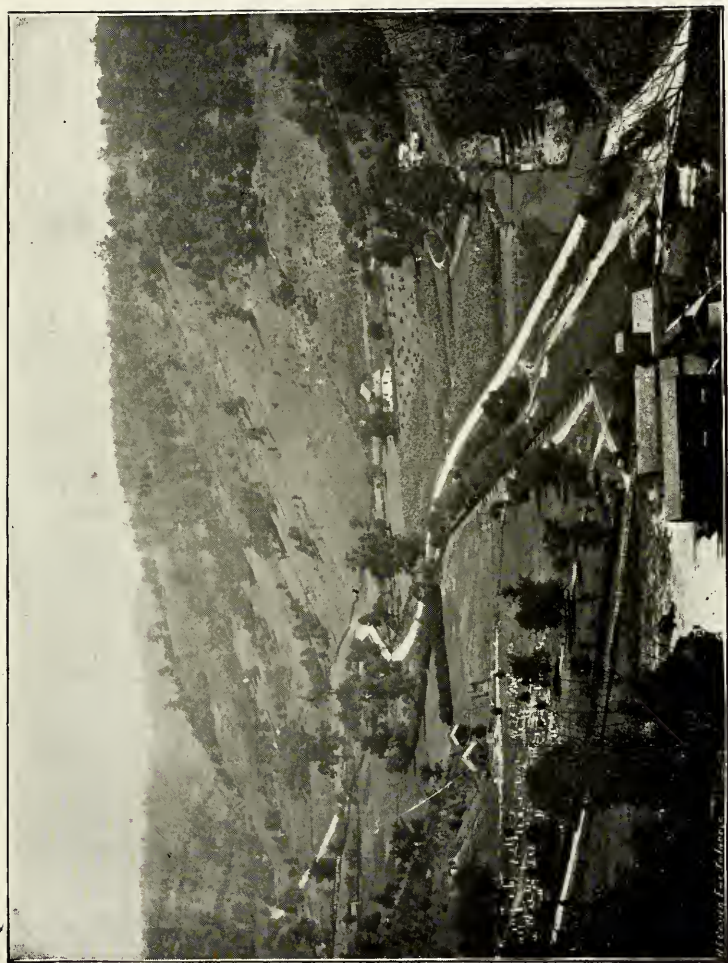
LODGE'S HARDWARE STORE

One of the old time hardware stores of the city, and as reliable and honorable as its age. In a picture of the old town, three-quarters of a century ago, over its doors hung the sign: A big crosscut saw and other tools. It was burned out in its early days and rebuilt. After the civil war it was operated by Gavin K. Lodge and Charles Alling. Later Mr. Lodge became sole owner some 28 years ago, and since operated under his name, and now since Mr. Lodge's death, conducted by his son, Irvin K. Lodge.

This is one of the leading hardware stores in the state, its age and reputation standing for honest dealing and extensive supplies in their line. It is known as the "Winchester Store," and handles a full line of Winchester goods, from the famous Winchester rifle down to their widely known pocket knives, all guaranteed.

This firm is known far and wide for its extensive and honorable dealings. They handle a famous line of mowers, reapers, binders, farm implements, axes, hoes, rope and cutlery, and in fact every article the farmer and the mechanic is in need of, from a nail to a crosscut or circular saw, plows and a line of cutlery unsurpassed in the state or in Southern Indiana.

The store is noted for its courtesy and fair dealings and for the quality of goods they handle, especially is their dealings with the farmer large, and satisfactory, handling as they do not only the mechanic's tools and accessories, but a full line of farmers' implements from a plow point up to the threshing machine and hay stacker. With the public at large, so fair have been their dealings that the by-word goes: "If it came from Lodge's it is all right." It is one of those old stores that Madisonians point to with pride.



GOOD ROADS WINDING UP AMONG THE HIGH HILLS

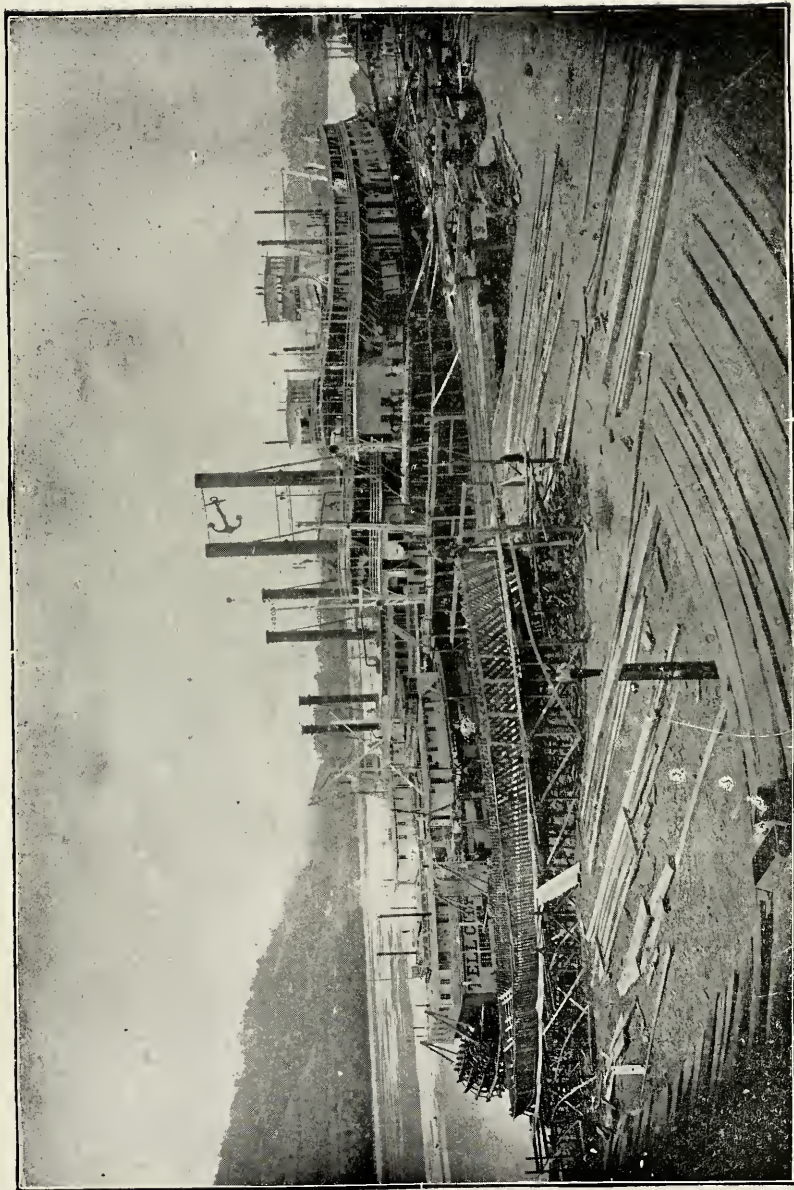




TWO VIEWS FROM THE HIGH HILLS ABOVE MADISON



SPEED BOATS ON THE OHIO



SCENES AT THE MARINE WAYS, MADISON



ON THE WONDERLAND TRAIL ON HANOVER HILL AT MADISON



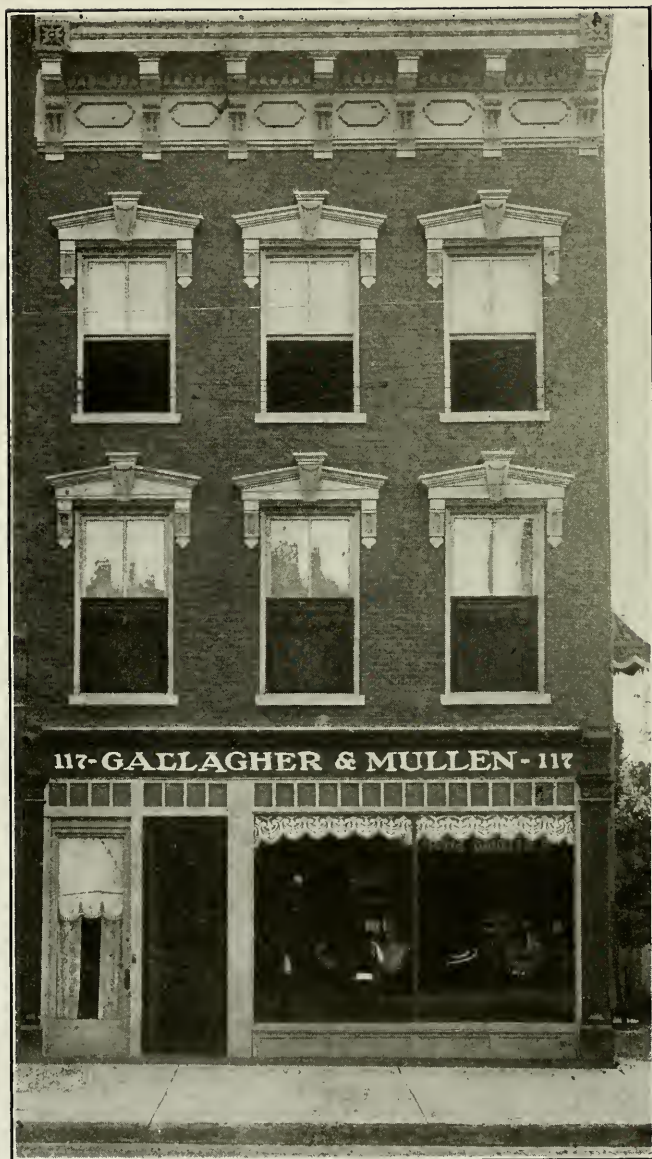


DAILY & ROTH CO.

One of Madison's leading business houses, and one of Southern Indiana's leading drygoods stores. Ladies ready-to-wear, floor covering and household furnishing goods stores. As shown by the illustration on another page, this business is carried on in a building that even our capitol city might well point to with pride. The firm of Daily & Roth Company, composed of George M. Daily and William C. Roth, was opened up in 1895 and incorporated March 9, 1909. The business soon grew to the extent that larger quarters were required. The old buildings were torn down and the present magnificent building erected and opened up March 9, 1912.

It is a business and a firm the city is well qualified to point to with pride.

The business has been a success since its organization and is probably unsurpassed in Southern Indiana.



GALLAGHER & MULLENS MODERN AND UP-TO-DATE
MILLINERY ESTABLISHMENT

ROUSCH'S BOOK STORE

When in need of the latest work of the popular author you seek a book store; and likewise when in need of writing materials, from the standard typewriter of the day down to the finest pen point, you also seek a book store, and one you know keeps a good stock of the latest works and the leading articles of the kind you are in need of. When in Madison you hunt up Rousch's book store, the leading store of the kind in Southern Indiana; and we doubt if you will find its equal in any city, unless it be Indianapolis, in the state. Here you find everything that a first class book store keeps in stock from the latest books on the market down to the children's primer and picture books; in writing material and necessities the best typewriter in the market; and the best fountain pens made, down to the old fashioned steel stub pen. If you are seeking the latest style or makeup of the modern systems of bookkeeping, here you find them. Your calling cards, business cards or holiday stationery you will find on Mr. Rousch's shelves, and at reasonable prices.

He and his lady and gentleman clerks are never too busy or too tired to wait on you and show you the line of goods you are seeking to select from.

And if you are going to paper your rooms, here is where you come to select the latest designs of wall paper to decorate with. They have a cellar filled with wall paper of every design on the market, from the cheapest kitchen wall covering up to the very latest parlor and reception room high grade papers; silk or satin if you desire. And if you are too busy to hunt up a paper hanger, Charley will call up one to do your bidding, and you have no fear of being deceived. He's not built that way; neither are his clerks. The store is yours while you remain. Call for anything you are in need of, and have no hesitancy in the calling. They are there to serve you.



AARON MARKS, FOUNDER
A. MARKS & SON CO.

One of Madison's oldest established business houses, established on Main street near the National Branch Bank in 1847. Few men in Madison today have reached that age. It was established by Aaron Marks, the father of one of the present members of the firm, always under the family name of Marks.

Walter Caplinger, one of the present members, is manager of the business, his principal clerks: F. J. Prichard, G. A. Raney, Howard Bird and Miss M. Schwab, cashier. And a more genial set of assistants could not be found; a pleasure to do business with.

Clothes for men and boys, furnishings, hats, caps, ties; and in fact everything in the way of clothing needed by boy or man, are found here. As remarked by a prominent citizen: "This firm is 75 years young, and growing younger each day." The clothes the firm sells are an investment; not an expense, for they are fully guaranteed by the firm, or the purchaser's money back. Mr. Caplinger, who is at the head of the business in Madison, is one of Madison's leading citizens, a worker for the city, a member prominent in the Commercial Club, the Country Club and other leading and beneficial institutions in the city.

INDIANA FOUNDRY

Thos. Walsh and Michael Donlan, proprietors.

The Indiana Foundry is practically the oldest existing foundry in Madison, if not in Indiana, though not in its present location. Back, long before the civil war, a Mr. Farnsworth operated the foundry on the river front near Trow's Mill. About the close of the civil war the foundry becoming practically bankrupt, it was purchased by Cobb & Stribling, the business being largely mill machinery and work of that character. But the new proprietors turned their attention to steamboat engine building. They built a mammoth pair of engines which were never put on the boat they were intended for, though they cost a large sum of money. For long years they stood outside of the foundry on the river front as a sign, we suppose, but really a sign of their bad judgment. The foundry finally failed, and then burned some years after the war. Cobb & Stribling then purchased the present foundry, a small affair operated by a man named Crawford, and enlarging it started into engine and other work in their line. They built the fine corless engine recently replaced in the city light station, the first engine in the plant, and one of the best engines ever turned out in Southern Indiana. Today the plant is a flourishing one and is owned by Messrs. Walsh and Donlan, who now manage it, all the old proprietors having passed away.

Mr. William Walsh, Sr., who died a few years ago, the last of the old firm, and father of the present member of the name, was a journeyman in the old firm on the river front, but became a member of the firm on their removal to the present location.

The Indiana Foundry is known for its fine engine and other work of that character, the proprietors having served a life time in its service, knowing every part of the business, and mechanics of the best.

And what is better, their character for fine work and honest dealing is nation wide. Work assigned to their care will be turned out not only with care and mechanical knowledge, but honestly as contracted for.



Middleton & Wymond Co.'s Big Coal, Sand and Gravel Yard. Only Elevator on the Ohio Between Louisville and Cincinnati. A Branch Yard is Located at Columbus, Indiana.

S. E. HAIGH

FUNERAL DIRECTOR AND MUSIC DEALER

One of the old time funeral directors of Madison is S. E. Haigh, the illustration of his office in the Odd Fellows building appearing on another page of this book. Mr. Haigh possesses one of the leading funeral outfits in the way of fine hearse and attachments, attachments that take much of the sting off death in the laying away of the loved one in their last earthly resting place.

As a funeral director, Mr. Haigh is unsurpassed in the state for his tenderness in handling the dead. Quiet, unassuming, without ostentation the body of the loved one trusted to his care is so quietly and sweetly laid away that the pangs of grief are erased and you depart from the grave side feeling the departed loved one has been laid gently and sweetly away.

It is wonderful the feeling that passes over the friends as they see the body of the dear one laid so sweetly and gently away. To do this and effectually requires not only long practice but a quiet, unassuming and yet sympathetic disposition on the part of the funeral director. Such is Mr. Haigh; and such is the laying away of the dead by him.

Mr. Haigh is also dealer in pianos and phonographs and other musical instruments, samples of which can be seen in his office.

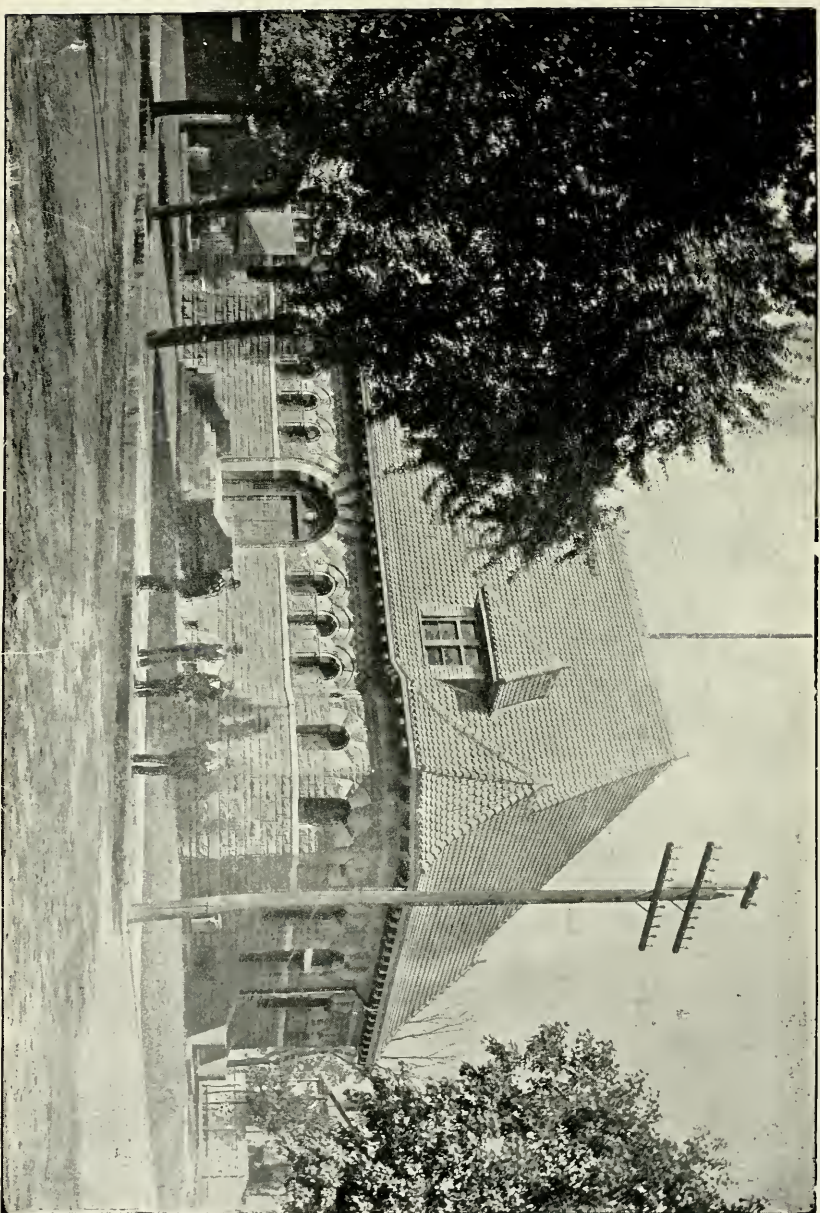
P. BEERCK, HARNESS AND SADDLE MANUFACTURER

This is one of Madison's oldest business houses. The present proprietor, Mr. William Beerck, is the only member of the family now living in Madison. The Madison store was established far back in the last century by Mr. Peter Beerck, who had recently arrived from Germany. It has been the principal firm in its line in Madison all these many years of its existence. The good old proprietor, Mr. Peter Beerck, was one of those solid Germans who believed in doing that which was right, both as a citizen and a mechanic and business man. As a result, sending out only the best work in his line, the name of his house became a guarantee with the buying public of good quality and well made goods. He stood at the head of the large German element of our city, who were looked upon as Madison's solid citizens. He raised his family to be good citizens, his boys all learning their trade in his store. When the old gentleman passed away, leaving a competence, a good home and the leading harness and sales factory in Southern Indiana, his name stood for good and honest business in many states where his goods had been shipped. His oldest son, Mr. William Beerck, succeeded him and has, by hard work, close attention to business and carrying out the principles his father had instilled in him, not only continued but increased his local business, extended his shipments of home made goods into the farthest western states, even to California, the Golden state. Those of our readers needing goods in his line will do well to call at his store where they will not only be cordially received, but their wants carefully and cheaply attended to.



PLENTY OF SHADEY SPOTS ON ALL ROADS LEADING INTO MADISON





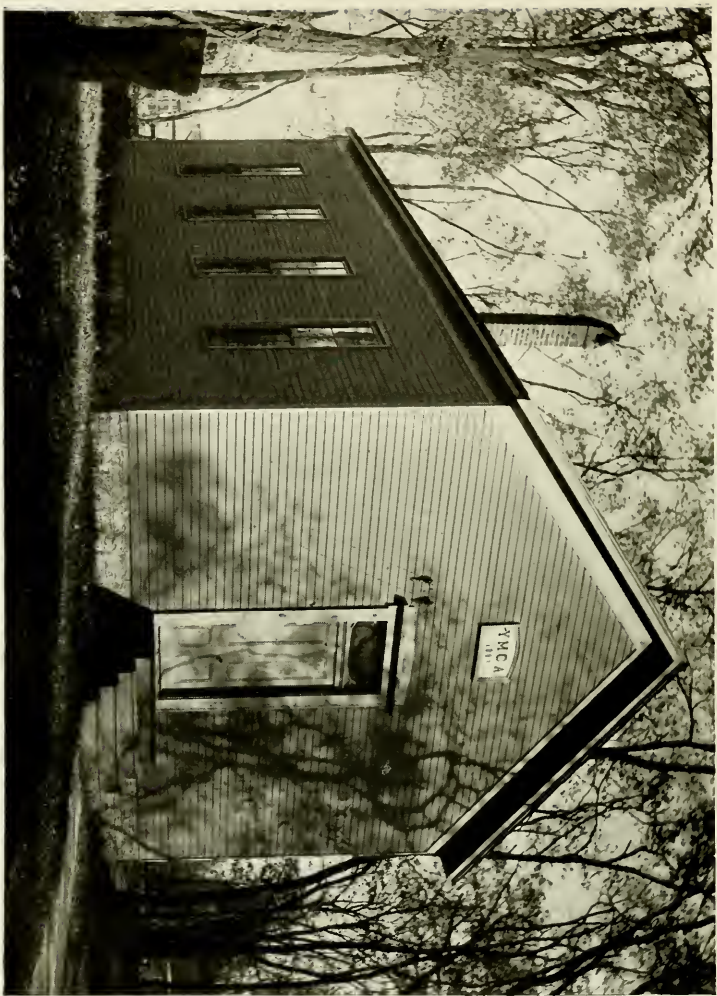
POST OFFICE BUILDING



THE DEVIL'S BACKBONE



SLEEPY HOLLOW, NEAR HANOVER



FIRST COLLEGE Y. M. C. A. BUILDING IN THE WORLD AT HANOVER





HOME OF MR. AND MRS. MANLY D. WILSON

The above is a photo of one of the prettiest private homes in the city, corner Vine and Second street, a square from the railroad depot. Mr. Wilson is one of Madison's leading business men as well as a most agreeable gentleman, secretary and cashier of the Eagle Cotton Mill, one of Madison's largest, if not the largest, industries. Years ago this industry was brought here, a large amount of money was spent in its erection. But it was too big for the managers in charge. Richard Johnson, father of Mrs. Wilson, who had worked his way up from a poor man to the wealthiest capitalist in the city, took hold of the mill and from that day to the present it has been a success, his sons and daughter and her husband remaining at its head, a blessing to Madison and her business interests.

DOLD'S JEWELRY STORE

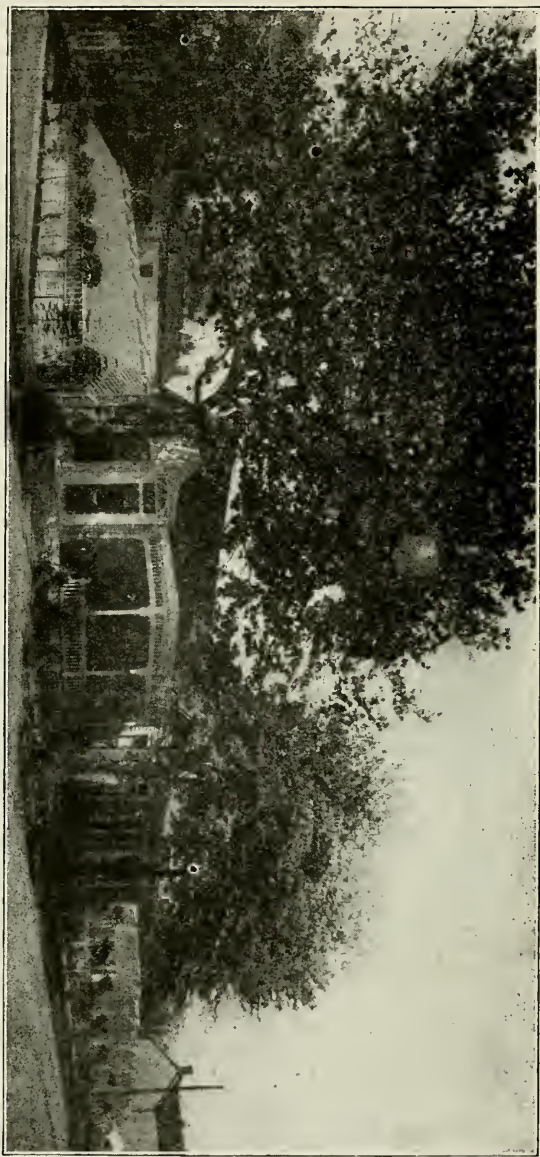
Especially is it a pleasure to enter a jewelry store where every jewel from a dollar imitation gold pin to a thousand dollar diamond ring and all the glittering intermediate valued jewels are artistically displayed for your admiration; and attendants are ever ready to show and describe them to you; tell you of their make and merits and without the slightest intimation you are using their valuable time. Making you at home as it were; and when you depart, whether a customer or not, you receive the hearty request to call again.

Such you will find the old reliable Dold's jewelry store on Main street near West, the oldest establishment of the kind in Madison, or in Southern Indiana, and one of the largest and thoroughly reliable.

Miss Dold, the daughter of the old proprietor, is in charge and she has never been known to misrepresent an article in her store. Her father before her was likewise.

For over three-quarters of a century this store has stood the test of time and public opinion and never yet has failed in that opinion.

A VIEW OF THE L. E. HITZ GREENHOUSES



L. E. HITZ, FLORIST

Whose extensive line of hothouses illustrated here, conducts what might be called the bright side of life, the floral side. His reputation as a florist is known, as also his flowers, from Maine to California. A visit to his floral establishment is a pleasure to be anticipated. He is doubtless the most successful florist in the state, and his flowers are in constant demand.

We present a picture of his famous Madison green houses.

CHARLES BENSON

GROCER, WEST MAIN STREET

One of Madison's old time honest measure groceries; kept by a man who knows no other kind but honest measure, and honest goods.

A half a century ago Charley's store building was a popular summer's evening resort. The big building was a restaurant and refreshment room kept by Mr. Gebest and his sons, all of whom were efficient musicians; and out in the big yard to the rear were to be found the pleasure loving citizens of the city setting around tables, eating and drinking, conversing or listening to the music.

The old gentleman has passed away, also his sons; likewise the summer resort. Now we go to the movies instead. But what has that to do with the present store and its proprietor? Nothing except the location, and the music that still seems to come from behind the counter when you enter and meet the cheery good morning from the proprietor, Charley Benson.

And rich as that smile may be, it is no better than the goods he handles. His customers come from all directions and his delivery wagon is seen all over the city and into far distant streets and quarters.

And when Charley tells those who enter his store that his butter is genuine creamery, you can bet the last button on your coat it is genuine.

"If you bought it at Benson's it is pure, healthful and the best." And so throughout his extensive supply of groceries, canned goods, fruits and household and table necessities.

JEFFERSON LOAN COMPANY (Incorporated)

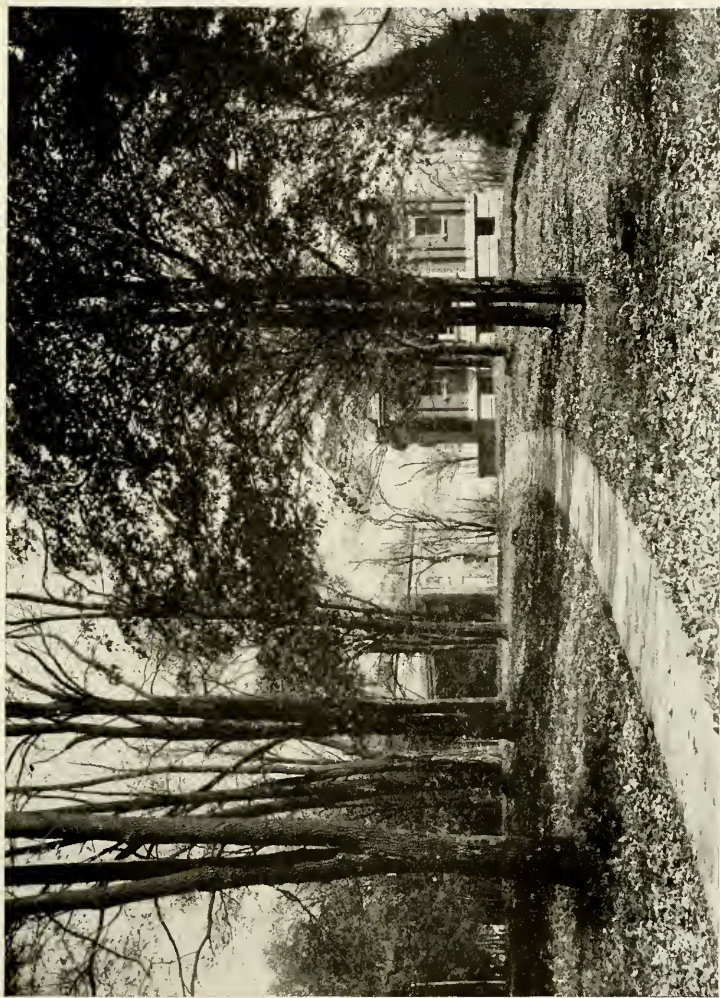
Member of American Industrial Lenders Association, member of Indiana Industrial Lenders Association, subject to supervision by Department of Banking of State of Indiana, doing business under the law generally known as the Uniform Small Loan Law. This law as drafted by the Division of Remedial Loans of the Russell Sage Foundation of New York City, and endowed philanthropy, after a thorough survey of the small loan business, and supported by divers social and civic welfare agencies, has now become a law in substance in some twenty states, including Massachusetts, New York, New Jersey, Pennsylvania, Ohio, Indiana and Illinois.

The Jefferson Loan Company is incorporated under the above mentioned law, and while the members are among our leading lawyers and most esteemed citizens, fully responsible financially, their patrons are fully protected under and by the Uniform Small Loan law under which they are incorporated, against fraud or unjust charges of interest.

The law under which this company operates is a protection to small borrowers against what is known as small loan sharks who often enormously overcharged small borrowers who needed small loans to tide them over temporary financial difficulties.



J. J. Hertz's Shoe Store, One of the Most Up-to-Date in the City. Courtesy
Values and Honesty Have Made This Store a Success.



BEAUTIFUL BUILDINGS ON HANOVER COLLEGE CAMPUS





THE COURT HOUSE



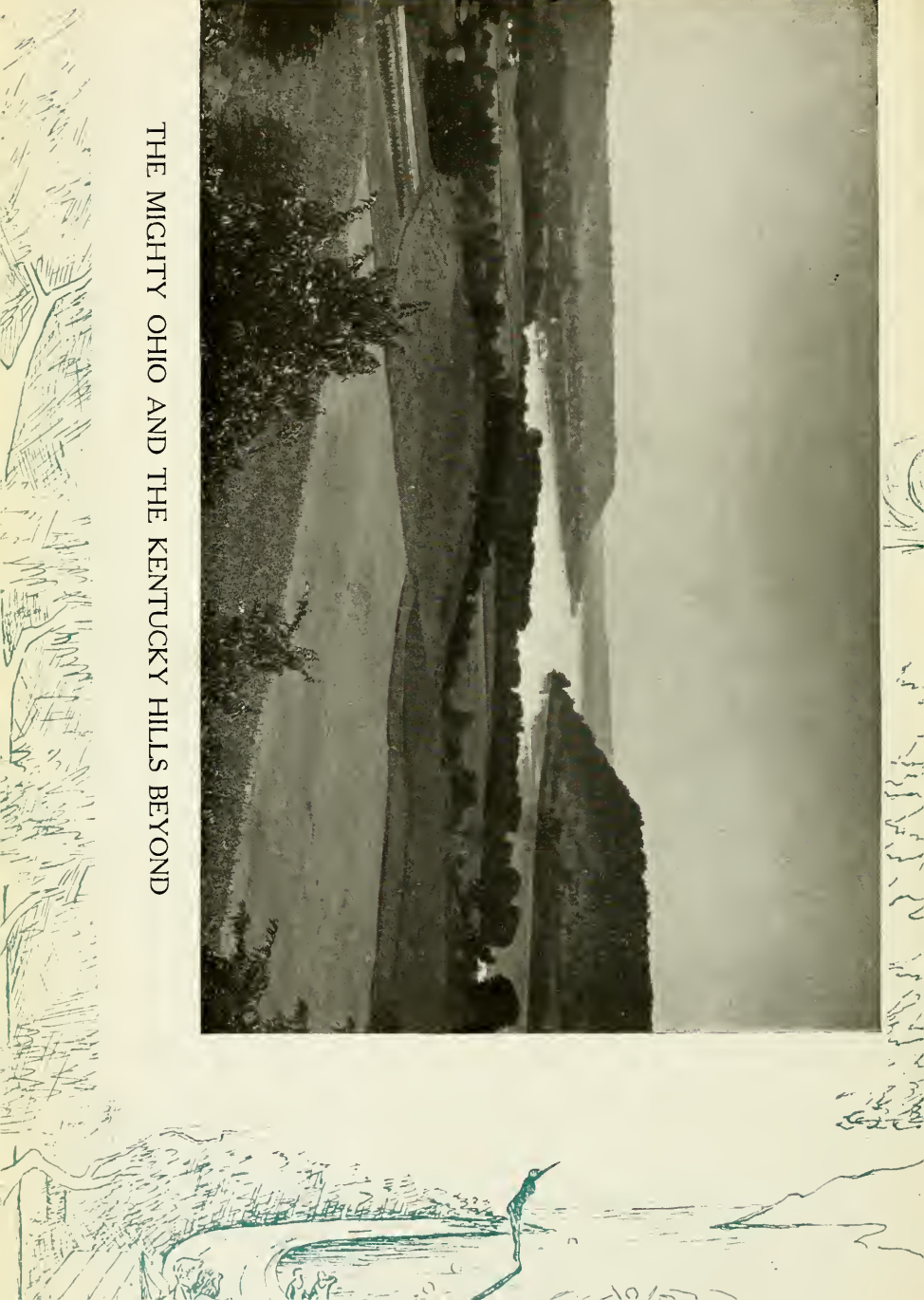
THE KINGS' DAUGHTER'S HOSPITAL



CLIFTY FALLS



THE MIGHTY OHIO AND THE KENTUCKY HILLS BEYOND



DO YOU NEED A LAWYER?

Whether you do or not, you want to meet the men who compose the Jefferson county bar, every one of whom are courteous, as well as learned gentlemen, a pleasure to meet, whether in need of their services or not.

Madison is justly proud of her legal bar.

At their head stands that grand old Union soldier, Col. A. D. Vansdol, who owing to age has retired from actual practice, but whom it is a pleasure to meet, as well as a profit.

The law firm of Sulzer & Bear, Hon. M. R. Sulzer, ex-representative, and his law partner, Solomon J. Bear, county attorney, office opposite the court house.

Judge P. E. Bear, ex-judge of the Jefferson and Switzerland circuit, office in the Pythian building.

Hon. John McGregor, ex-senator, office in the Pythian building.

Attorney Curtis Marshall, office over First National bank.

Attorney Emerson Lemen, office rear of Harper's drug store.

Attorney Joseph Cooper, Office rear of Harper's Drug Store.

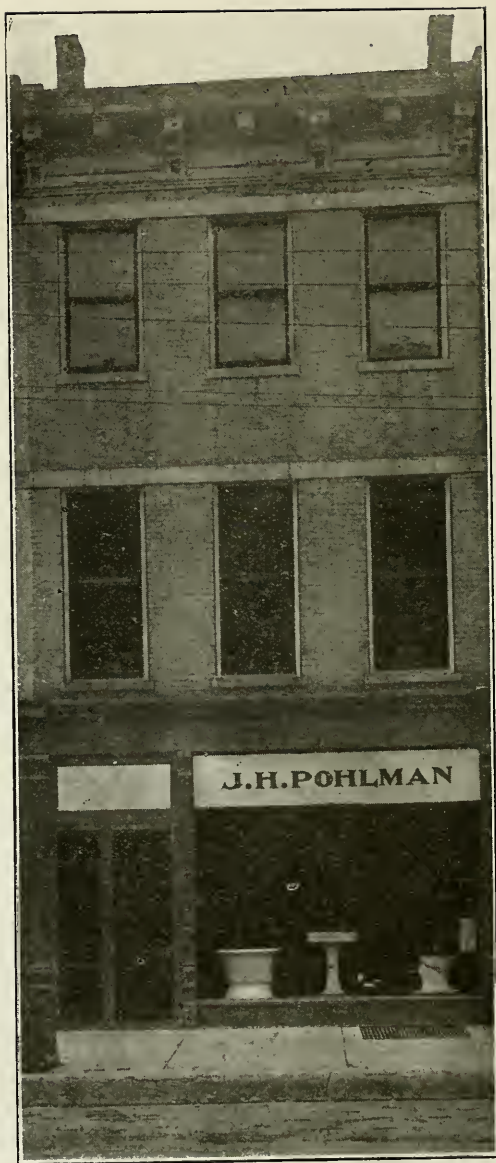
Attorney H. J. Zearing, office Pythian building

Attorney H. H. Cope, office opposite court house.

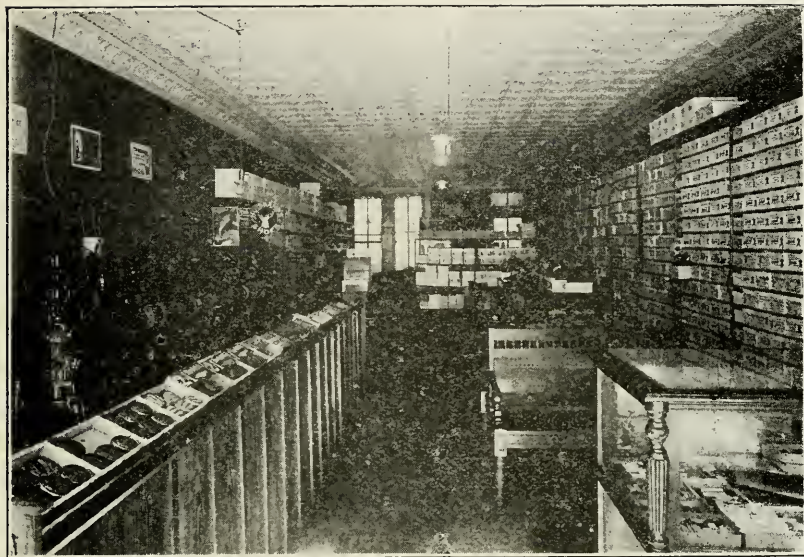
Attorney B. F. Mouser, district attorney, office opposite court house.

Attorney W. O. Ford, office Pythian building.

The author of this book is also a member of the Jefferson county bar, but not practicing.



Establishment of J. H. Pohlman Sanitary Engineer, Plumbing and Supplies



INTERIOR OF ED. DAVIS' SHOE STORE ON MULBERRY STREET, ONE OF MADISONS MOST POPULAR STORES

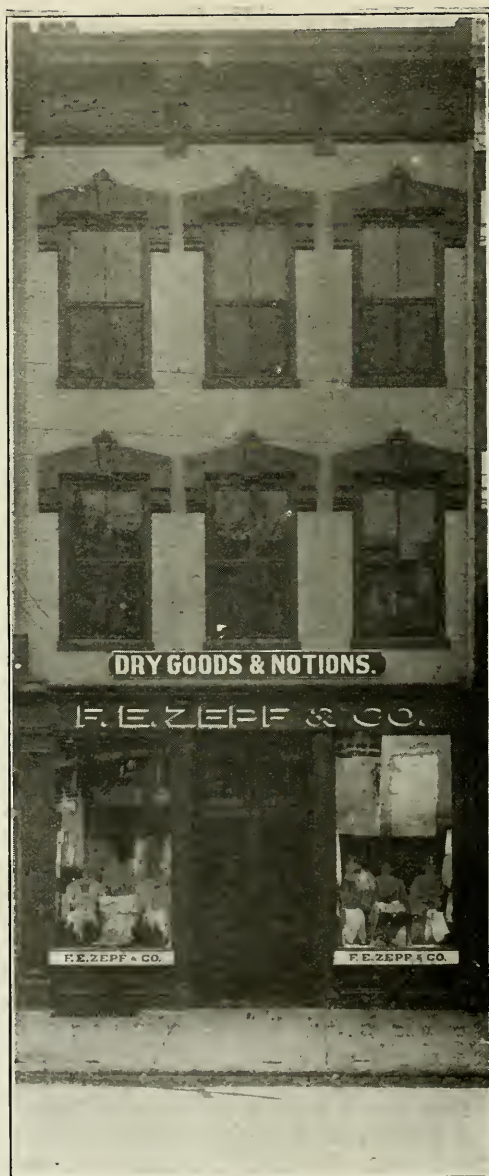
MUNDT & SON

CANDY MANUFACTURERS

The place to buy your sweets; and also the place where you get it pure. Walter Mundt and his son, Walter Junior, are experts in candy making, and they pride themselves in making the very best and purest candy in the market. When in need of sweets that are pure, cough candies for instance, the writer of this sketch always goes to Mundts, for there we know we will get the pure article. It is ten times better than medicine, twenty times cheaper than doctor bills, and a thousand times more pleasant to take. Try it when you have a cold. Just ask the proprietor or his son or one of their lady attendants for a trial package, say a dime's worth, absorb one in your mouth as you go home, go to sleep with one in your mouth and note how the cold or distressing cough has disappeared. Then you'll become a regular customer. We know; we tried it; and no doctor bills for eating bad candy.

Messrs. Mundt and son are wholesalers, and manufacturers to the trade in addition to their retail store.

Tourists, before proceeding on your way, drop in their store, near the corner of Central avenue and Main, and fill your pockets. It will make your visit the happier as well as healthier.

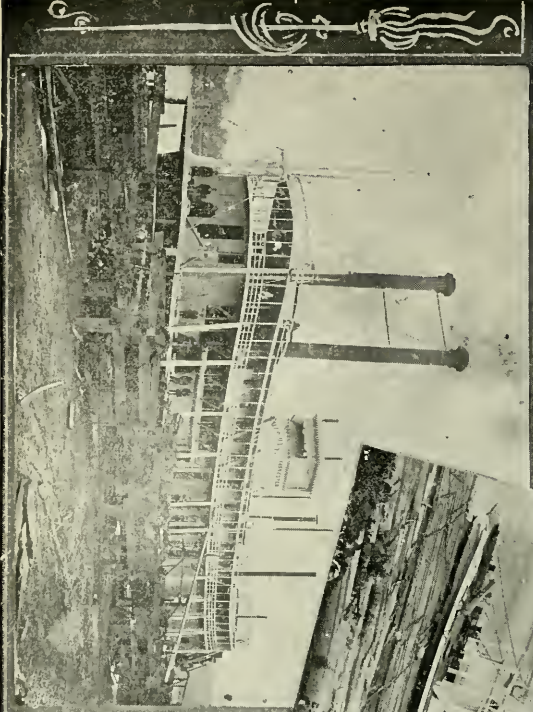
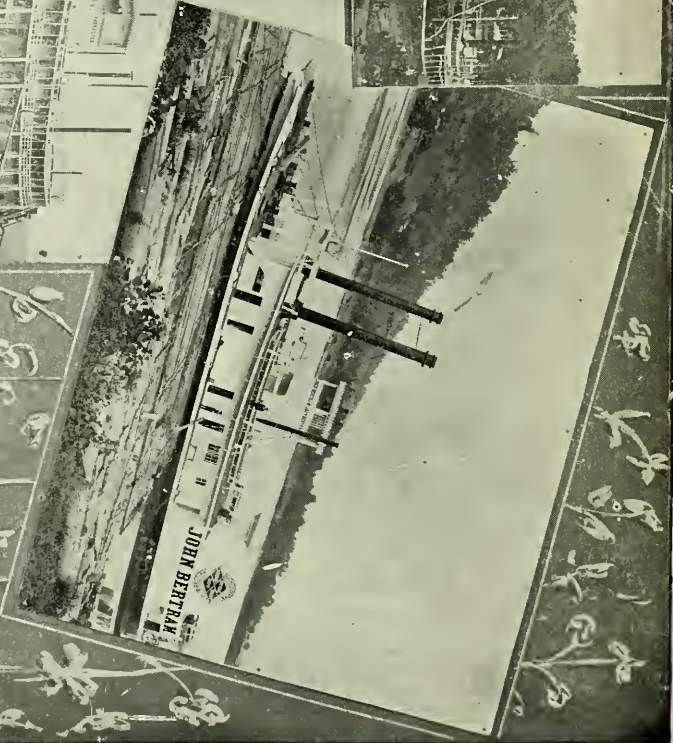
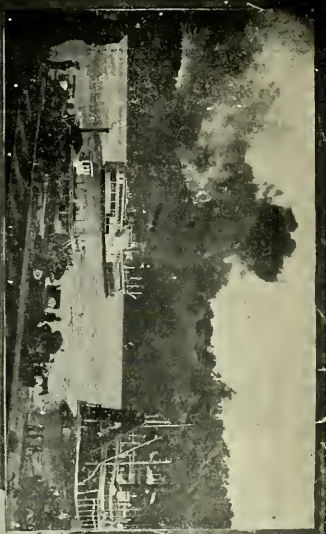


F. E. ZEPF & CO. ONE OF MADISON'S POPULAR DRY
GOODS AND NOTION EMPORIUMS

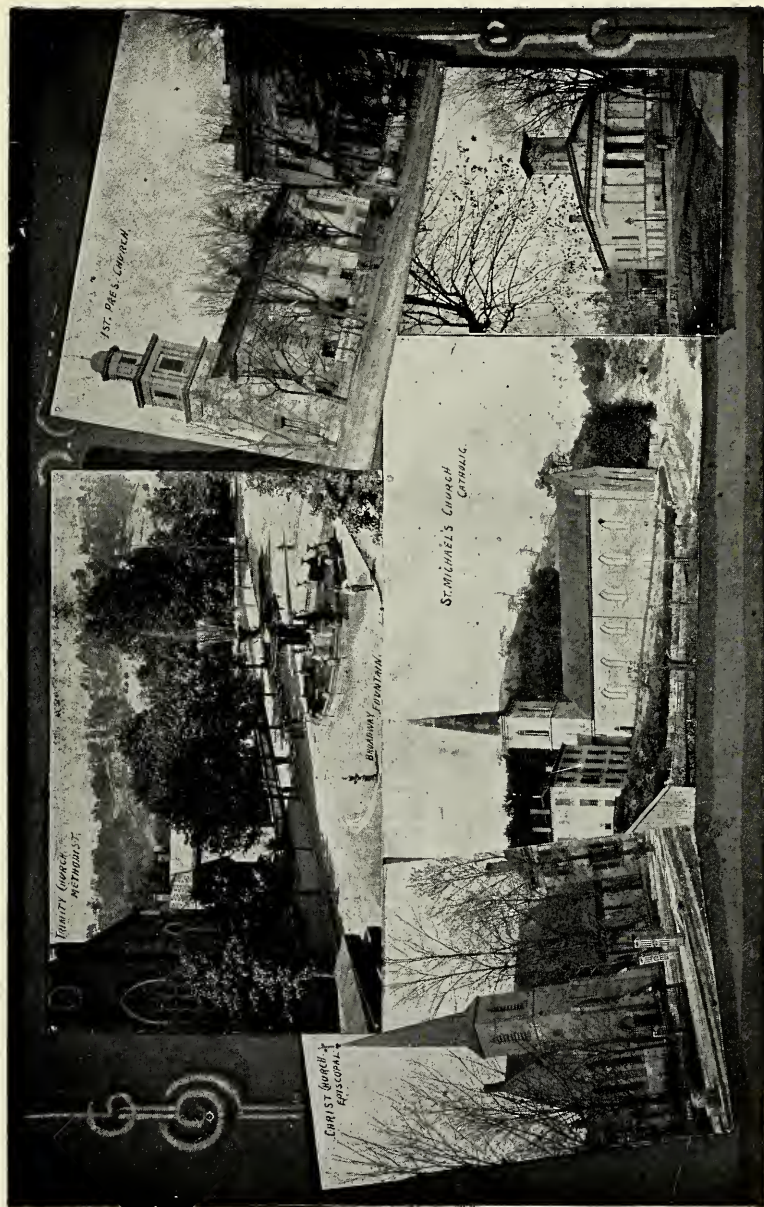


THE OHIO RIVER ALONG THE A.-P. HIWAY AT MADISON





RIVER SCENES ALONG THE OHIO AT MADISON



A GROUP OF MADISON'S CHURCHES



ENTRANCE TO HANOVER COLLEGE CAMPUS





GOOD ROADS MAP OF CENTRAL AND SOUTHERN INDIANA, WESTERN OHIO, EASTERN ILLINOIS AND NORTH EASTERN KENTUCKY, SHOWING ROADS LEADING TO MADISON, INDIANA



TO OUR VISITORS

Among the leading business firms of Madison stands W. H. Miller & Sons, Lumbermen. They, as every other business firm of our city, stands ready and willing to give you information regarding various drives and points of interest in this county.

This firm and others likewise devote a part of their time and means for the betterment of this community and will be pleased to receive suggestions which will enhance the comfort and pleasures of your visits.

They personally invite you to come again soon.

FIRST NATIONAL BANK

MADISON, IND.

The capital stock of the bank is \$100,000.00. Surplus \$25,000.00. Undivided profits \$9,000.00.

This is one of Madison's old and solidest banking institutions.

It is a trite saying that no man ever lost a dollar as a depositor in a Madison bank; and her banking institutions date back to about the time Indiana became a state, when the old State Bank was established, with the Madison Bank as its branch.

Like its predecessor, the First National Bank of Madison has always stood as one of the solidest banking institutions in the state. And when two of our old, self-made and ablest and wealthiest citizens, Richard Johnson and Nicholas Horuff, became its heads, no one, even the doubting Thomases, ever doubted its stability, financially or otherwise.

The present officers and directors are but carrying out the policies of their sires, grandsires and predecessors; the president a grandson of Richard Johnson, Sr., and vice president, William Horuff, a son of Nicholas Horuff, at the head of Madison's largest drygoods store.

The directory of the bank follows: President, Richard Johnson, grandson of Richard Johnson, Sr.; vice president, William Horuff, son of Nicholas Horuff; directors: Richard Johnson, William Horuff, Edward Kampe, David Johnson and John A. Naill.

L. P. Scheik is cashier and J. F. Neisse assistant cashier, both social gentlemen with whom it is a pleasure to do business, or to meet.



TERRE HAUTE
ENGRAVING CO.

DESIGNING
- DRAWING -
HALFTONES AND
LINE ENGRAVINGS

TERRE HAUTE, IND.

MAP OF MAIN SCENIC PARTS OF JEFFERSON COUNTY, INDIANA



INDEX TO SCENIC POINTS ON MAP

- | | | |
|--------------------------------------|-----------------------------------|---------------------------------------|
| 1 Hearts Falls. | 12 Appolo Falls. | 27 Mouth City Creek |
| 2 Chain Mill Falls. | 13 Wanda Falls. | 28 Mouth Crooked Creek |
| 3 Big Butler Falls. | 14 Diana Falls. | Court House, East of Center of City |
| 3½ Little Butler Falls. | 15 Cedar Cliff, overlooking river | on Main St. |
| 4 Cröwe Falls. | 400 feet below. | Post Office and City Hall half square |
| 5 Wilsons (or Lloyds) Cave. | 16 Little Cedar Cliff. | north of Main on West St. |
| 6 Nevils Grove. | 17 Beerschs Park. | Democrat Printing Co., one square |
| 7 and 8 City Falls and Little City | 18 Chautaugua Park. | south of Post Office, on West St. |
| Falls. | 19 Tunnel Falls. | Churches all over the city, and of |
| 9 Rose Hill, site of proposed Hotel. | 20 Bathing Beach on Kentucky side | every denomination, where the public |
| 10 Hanging Rock. | of river. | are ever welcome. |
| 11 Highest point in state, | 21 John Paul Park. | Splendid camping spots on all roads |
| | | leading into Madison. |



